

“It’s All for Attention”:
Exploring the Forms of Online Anti-Social Behaviour

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Abstract

Anti-social behaviour online is an under-researched form of consumer misbehaviour, despite its wide-spread prevalence on social networking sites (hereafter, SNSs). It appears that misbehaving consumers are adopting anti-social mechanisms which are exhibited through many different manifestations, suggesting the magnitude of the issue poses a threat for the safety and well-being of many consumers online. The lack of academic and general understanding of the phenomenon of anti-social behaviours online, specifically how they appear, but also why these consumers behave the way they do, significantly limits the effectiveness in addressing such behaviours. Therefore, this research will explore the many appearances of anti-social behaviour in an online context. The primary aim of this research is to understand how anti-social behaviour is manifested and secondarily, understand the individual factors that act as motivations for consumers expressing anti-social behaviour online. Taking an exploratory approach and using a qualitative research strategy, this research will consider anti-social behaviour on three popular SNSs; Twitter, Facebook and Reddit, and these will be examined through a content analysis and follow-up focus group. The key singular contribution of this research stems from creating a better understanding of anti-social behaviours online, and the drivers and motivations prompting engagement. This understanding will contribute to existing consumer research literature, enhancing the knowledge about consumer misbehaviours online. Additionally, the research will have practical, managerial, and theoretical implications, providing policy-makers and social networks with advanced knowledge on how to deal with anti-social behaviour online.

1. Introduction

1.1 Introduction

Anti-social behaviour appears a prevalent and extensive issue across many different SNSs. It proves virtually near impossible to explore a social networking site (hereafter, SNS) without being exposed to behaviour that can be considered anti-social and undesirable. In 2016, Chaffey (2016) proposed that there are 2,307 billion consumers active on various social media platforms, with the entire internet consumer population currently at 3,419 billion. Further, the Global Web Index (2014) reported that the average internet user claims to spend 6.09 hours per day searching online media, with nearly half of this time spent on a SNS. Research suggests, that by immersing themselves in an online world, consumers can experience a sense of belonging, express themselves or receive support from others online (Donath, 1999; Herring, 2002; Herring, Job-Sluder, Scheckler & Barab, 2002). However, mutually, these pursuits could be some of the motivating factors prompting a consumer to engage in anti-social behaviour online.

Anti-social behaviour is a phenomenon that has been utilised lately by SNS consumers and can be likened to a form of consumer misbehaviour (for example, Fullerton & Punj, 2008). Anti-social behaviour has been expressed in many different ways (see Appendix One, p. 131, Appendix Two, p. 144 and Appendix Three, p. 155) by consumers across many different SNSs. This research has employed three popular SNSs, Twitter, Facebook and Reddit, to explore the manifestations and forms of anti-social behaviour in an online context. However, more critical than the problem of anti-social behaviour online manifestations is the amount of academic attention that has been paid to this phenomenon and other similar online activities. As Jane (2015, p. 65) stated: “scholars have typically underplayed, overlooked, ignored, or otherwise marginalised (the) prevalence and serious ethical and material ramifications” of online unpleasant behaviours. This lack of research suggests the employment of a marketing perspective to explore the manifestations of anti-social behaviour online that will contribute theoretical, policy and managerial implications towards a safer online environment.

1.2 Problem Statement

Consumers are constantly being exposed to anti-social content, and this behaviour appears prevalent on a wide-spread number of SNSs. This online misbehaviour is persisting to increase its presence resulting in various emotional and cognitive impacts for those who consume this anti-social content. However, this research is primarily concerned with the original poster (hereafter, OP) and the way that they execute their anti-social behaviour and subsequently, this research will examine some of the possible motivations that lead to this consumer behaving in such an undesirable manner online. Despite the frequency of anti-social behaviour online, the question of how to manage and minimise them remains unclear. In practice, procedures addressing this type of behaviour appear minimal and outdated, suggesting a need for a clearer understanding and the development of a detailed methods to minimise anti-social behaviour online.

1.3 Approach Employed to Resolve Anti-Social Behaviour Online

To understand the anti-social behaviour online phenomenon and explore the motivations behind these behaviours, the researcher has employed a qualitative research strategy. Taking an exploratory and interpretivist approach, this research has exercised two methods to answer the key research question and supporting sub-questions to explore the forms of anti-social behaviour that are dominant online. This research has utilised a content analysis, and a secondary focus group. More explicit information regarding the research approach is justified in chapter three, page 27.

1.3.1 Justification for Utilising This Approach

An interpretive and humanistic approach was applied to achieve the aims of this study which intends to offer new research on the different forms of anti-social behaviour online currently being displayed. Further, the researcher is interested in understanding the underlying realities that the OPs demonstrate in order to provoke them to express such anti-social behaviour online. Therefore, a qualitative approach examining the environment in its natural state proves to be a respectable method to achieve this aim in an ethical manner. The researcher is also interested in developing a greater understanding of the types of behaviours that are occurring online before interpreting the possible motivations that stand behind them.

1.4 Rationale and Significance of the Chosen Topic

The significance and relevance of this research stems from several academic and practical implications. From the academic perspective, this research will advance the field of consumer research, particularly consumer misbehaviour, by examining a currently under-researched topic, namely consumers engaging in anti-social behaviour in an online context of three popular SNSs, Twitter, Facebook and Reddit. Firstly, by concentrating specifically on anti-social behaviour online, the research will contribute to a better understanding of the types of online misbehaviours, which despite its occurrence across multiple SNSs, appears neglected by marketing scholars and also by other scholars in other fields. Additionally, the research will advance our knowledge on how consumers engage with technology and through what different types of behaviours they utilise to do so. Also, by placing an emphasis on studying generation 'Y', this study is adding to a field which predominantly studies anti-social behaviour, in its many forms, in an offline context vastly among children. It was evident that the minimal literature that is available is focused on primary and young high school aged children (for example, Mellor, 2005). Finally, this research may be distinctive in that it will use two qualitative methods to investigate the problem at hand, whereas existing studies on anti-social behaviour online predominantly use one method.

It is proposed that this research will enhance the well-being of internet consumers, whether they are expressing anti-social behaviour themselves or whether they are exposed to it. Further, based on the in-depth understanding of anti-social behaviours online, a wide range of initiatives and policies may be adopted from this research which is intended will help policy-makers, internet service providers, SNS management, original posters (hereafter, OPs) and other consumers effectively deal with anti-social behaviour in a reasonable manner. A collaborative approach may also advance the resources and logistics needed to deal with this ever increasing issue in a timely way.

1.5 Why Should Marketers Care?

The phenomenon of anti-social behaviour online could be studied from multiple perspectives including psychological, sociological and anthropological, but it can also be studied through a marketing lens. The discussion that follows will provide four justifications for studying anti-social behaviour online from a marketing perspective.

1.5.1 Consumer Behaviour

Firstly, anti-social behaviour online is a form of consumer behaviour. Consumer behaviour is the study of individuals and groups and the processes that these individuals and groups use to select, secure, use and dispose of products, services, experiences or ideas to satisfy their needs and wants (Kumar, 2008). Therefore, it can be concluded that in reference to this research it is concerned with how people consume technology to enact anti-social behaviours to satisfy their needs and wants. More specifically, it is interested in how the consumers involved in this research are using SNSs Twitter, Facebook and Reddit to enact anti-social behaviours. Further, the research will then consider how these behaviours are manifested and will offer possible explanations for why.

1.5.2 Consumer Misbehaviour

Additionally, anti-social behaviour online is also an example of consumer misbehaviour. Consumer misbehaviour can be defined as “behavioural acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order” (Fullerton & Punj, 2008, p. 1239). It is clear that consumers can misbehave in multiple ways, for example, shoplifting, the use of forged tickets, credit card frauds and false reviews. Therefore behaving anti-socially on SNSs poses as another form of consumer misbehaviour. This type of misbehaviour appears under-researched but it still constitutes as a form. Fullerton and Punj (2008) further suggest that consumer misbehaviour is widespread and that negative consumer behaviour has an effect on the experience of all consumers online.

1.5.3 Marketing Relevant Context

It is clear that anti-social behaviour can be manifested on branded platforms (in regards to this study Twitter, Facebook and Reddit) and on brand pages within these platforms (for example on the University of Canterbury public Facebook page). It is evident that somebody has to manage these behaviours otherwise there could be serious consequences for people (for example negative psychological and social impacts) and for businesses involved (for example people who behave in anti-social ways usually ruin the experience of other consumers; consumers may decide to leave the platform in case of seeing a lot of anti-social behaviour). If there is no clear understanding of how people behave anti-

socially then the management efforts won't be very effective. This is where the results of this research will be beneficial. The findings of this research will help online community managers, brand managers, social marketers, online platforms and online customers and consumers in addressing anti-social behaviours.

1.5.4 The Creation of Marketplaces

Finally, anti-social behaviours online create marketplaces in the form of attention through likes, dislikes and comments rather than money (Huberman, Romero & Wu, 2009). When anti-social consumers post content it sometimes receives a reaction from other consumers. For example, the post could get shared or reposted, which therefore means that this content gets exchanged. Since there is an exchange taking place, we can then assume that anti-social behaviour can be studied from a marketing lens (American Marketing Association, n.d.).

These four justifications suggest that anti-social behaviour online can be studied from a marketing perspective to ultimately help ensure the safety of consumers in the future. The aims of this study is to build on, develop and contribute to theories and policies that have already been proposed to the area of anti-social behaviour.

1.6 Defining Anti-Social Behaviour

Anti-social behaviour is behaviour that is opposed or contrary to normal social instincts or practices (Digiulio, 2001). Since the context of this study is online, the physical association of anti-social behaviour has been removed. Anti-social behaviour can be conceptualised as a continuum, including mild to extreme forms of behaviour. At the less violent end would be rudeness and incivility, while violent threats and aggressions would lie at the other end.

1.7 Acronyms

Here the acronyms employed for this study are explained.

SNS – Social networking site

SNSs – Social networking sites

OP – Original poster

OPs – Original posters

CMC – Computer mediated communication

1.8 Thesis Outline

For the purpose of this research, the types of posts and forms of anti-social behaviour online will be used interchangeably. This research consists of five chapters that lead to explaining the types of anti-social behaviours that are widespread online. The current chapter has introduced the research area of concern, providing an overview of the significance of the problem and an explanation for the chosen research. Chapter two presents a literature review of the anti-social behaviour online literature and two other key themes that appear prevalent in gaining a deeper understanding of the issue. Next, chapter three introduces the two methods employed in this study, with an analysis of alternative methods before a justification of utilising a content analysis and focus group. Additionally, chapter four displays the findings of both methods in a cohesive manner, with Figures offering examples of the types of behaviours that have been examined. Further, chapter five consists of the discussion and offers potential explanations for why these anti-social behaviours are occurring online, before finishing with managerial, policy and theoretical implications of the research and the limitations and future research. Chapter six will conclude and summarise this research.

1.9 Chapter Summary

This chapter began by explaining the urgency associated with studying this widespread issue of anti-social behaviour online. Following this, the need for this study was justified, suggesting that consumer misbehaviour is on the increase and can have negative impacts on the OP and other consumers alike. This chapter also explained the significance and relevance to practical implications and policies that this research would add, suggesting that this study is adding to the anti-social behaviour online field in four ways; through studying anti-social behaviour in a consumer misbehaviour context; focusing on how these anti-social consumers engage with technology; looking at anti-social behaviour from the perspectives of generation ‘Y’; and finally by conducting the study utilising two qualitative methods. The next chapter includes a review of the current literature, predominantly from the last five years, organised into three key themes which contribute to a greater understanding of anti-social behaviour online.

2. Review of the Literature

2.1 Introduction

The purpose of this chapter is to provide a selective narrative review of the literature that contributes to and is relevant to anti-social behaviour online. Although public awareness around this topic is growing, this phenomenon appears relatively under-researched. The discussion that follows will present the current literature on anti-social behaviour online and is organised into three key themes: social media, social norms, and anti-social behaviour. A vast majority of the literature examined will be from the past five years. The rationale behind this is that the reality of this problem is rapidly changing, with a lot of literature available on anti-social behaviour online already outdated and irrelevant. The chapter concludes with gaps identified throughout the literature and presents the direction that this study will take. This chapter will be followed by a presentation of the methodology.

2.2. Social Media

Social media can be defined by Boyd & Ellison (2007) as

web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (p. 211).

Since their introduction, SNSs have attracted millions of users worldwide. SNSs have the ability to create and maintain connections between friends, family, colleagues and strangers. They allow for opinions and ideas to be shared and evaluated (Chaudary & Kumar, 2016) through the form of many-to-many communication. According to Stephen (2016), there are now over two billion consumers using social media across the world, a number predicted to increase swiftly. In 2013, Kuo, Tseng, Tseng and Lin (2013) suggested that 67% of adults and 82% of teenagers in the United States and Canada were active on at least one SNS. According to the Global Web Index (2014), the average internet user claims to spend

6.09 hours per day online, with nearly half of this time spent on a SNS. Research (Herring, 2002) suggests that by engaging in online activity, consumers are able to freely express themselves, experience a sense of belonging and seek support in times of need. However, these activities can also lead to harmful and difficult times for users.

2.2.1 Social Media and Self

Historically, men were the largest consumers of social media (Jernigan & Rushman, 2014), but it is now common among the literature to suggest that there are more women active online than men (Bucher, Fieseler & Meckel, 2013; Kimbrough, Guadagno, Muscanell & Dill, 2013, Perrin, 2015; Poor, 2005). To explain consumption habits Bolton et al., (2013), Cummins, Peltier, Schibrowsky and Nill (2014), Perrin (2015) and Volkova and Bachrach (2015) all highlighted internal and external influences on the consumer, including socioeconomic, demographic, environmental situations and level of education, as contributors to addiction and motivations for online behaviour. Andreassen, Pallesen and Griffiths (2016) describe the typical heavy consumer as a single woman who is a student or has a lower education, income, levels of self-esteem and may exert narcissism. Grace, Ross & Shao (2015) imply that it is typical of people with lower self-esteem to be drawn to social media because it eliminates psychological distress that may be evident in face-to-face communication. Addictive use of social media can also be explained by extraversion, that these users engage in social identity expressiveness and are prone to observing others' postings, interactions and behaviours (Pagani, Goldsmith & Hofacker, 2013). Another commonality among the literature for heavy users was self-expression or self-presentation (Kuo et al., 2013; Stavrositu & Sundar, 2012; Wang, Yeh, Chen, Tsydypovi, 2016) and the ability to escape from reality to a more comfortable platform (Grace et al., 2015; Hassouneh & Brengman, 2013; Leung, 2013). A considerable amount of the available literature included studies completed in the United States and Canada (e.g. Bolton et al., 2013; Kuo et al., 2013) and China (e.g. Cummins et al., 2014; Deng, Liu, Li & Hu, 2013). Although characteristics of a person who heavily utilises social media are crucial to understand, their motivations for social media use are more difficult to define.

2.2.2 Social Media and Consumption

Two of the most reoccurring factors discovered in the literature suggested entertainment and leisure (Hassounah & Brengman, 2013; Jaafar, Darmawan & Ariffin, 2014) and support and connection (Dahl, Hales & Turner-McGrievy, 2016; Stavrositu & Sundar, 2012) as the biggest motivations for SNS users to engage online. It can be hard to define what motivates a person to undertake any task but some of the most common motivations for social media and SNS consumption include maintaining a connection with family and friends, keeping up to date with worldly events, a form of leisure, the ability to share opinions and photos and to satisfy personal needs (Dahl et al., 2016; Robinson et al., 2015).

A common theory was social comparison theory, referenced by Belk (2016) and Seidman (2013) highlighting people's desire to compare their behaviour to that of others. Brunskill (2013) and Leung (2013) made two original contributions to the field of online motivation consumption suggesting 'social avatars' and 'boasting' respectively. A 'social avatar' refers to users who may facilitate different personalities online than they typically would in a real life setting. This is interesting as it complements social comparison factors, entertainment and leisure (Hassounah & Brengman, 2013; Jaafar et al., 2014) and support and connection (Dahl et al., 2016; Stavrositu & Sundar, 2012). Also of interest was Leung's (2013) coining of 'boasting' social media consumers, suggesting these users are narcissists (Bolton et al., 2013). This can be explained by the elimination of face-to-face contact, social and psychological anxiety through providing a sense of anonymity (Grace et al., 2015). Also evident in user's motivations is personality type, namely whether a consumer exerts extrovert or introvert characteristics (Pagani et al., 2013). It can be said that extroverts are described as more outgoing and display more confidence, with introverts being described as the opposite. It can also be concluded that differing personality types lead to differing motivations and search history. Pagani et al., (2013) suggest extroverts tend to 'boast' online. They also suggest that introverts use social media as it reduces anxiety and stress. This further highlights the importance of personality consideration in an online behaviour context and contributes to understanding why anti-social behaviours may occur and the differing motivations associated with them (Kim, Hsu & Zúñiga, 2013; Ljepava, Orr, Locke & Ross, 2013; Moore & McElroy, 2012).

The implications of social media consumers' motivations can be explained by comparing their behaviour to others. Users find the sense of anonymity and proximal distance a contributing factor to consuming content without the repercussions if this was to occur in a real-life setting. Although motivations can be hard to define Fisher (2014) suggests that the audience plays a central role in their own consumption and what they are exposed to online. It can also be implied that whatever the motivation the user is seeking it will result in either entertainment and leisure or support and connection (Dahl et al., 2016; Hassounah & Brengman, 2013; Jaafar, et al., 2014; Stavrositu & Sundar, 2012).

2.2.2.1 How People Consume Social Media

With the advancement of smart phones, accessing the internet, social media and SNSs has become easier and simpler for internet consumers. Many stores, websites and SNSs now have smart phone tailored apps for its consumers, allowing 24/7 access to their websites. Specifically, the way younger people consume social media has changed rapidly. Young people aged 11-30 have grown up in a digital world (Tapscott, 2008) and are quite often seen consuming more than one aspect of technology at one time. Tapscott (2008) further suggests that watching television is a thing of the past for this particular demographic and that they are rather participating in and creating information and entertainment online. Sey (2011, p. 380) advances on this to suggest that "smart consumption" has been adopted by smart phone providers, which in turn has led to quick economic gains and varying degrees of unethical and anti-social behaviour. A willingness or perceived sense of personal capacity is suggested to influence the engagement of users with these more high-tech systems (Walker & Johnston, 2006). However, a lot of research in the field considers how teenagers and young adults consume technology and alludes to the fact that the older generation hasn't adopted the same behaviours in relation to "smart consumption" (Bennett & Maton, 2010; Sey 2011).

The consumption of social media content has become vital in one's daily life (Deniz & Geyik, 2015; Howard & Magee, 2013). A lot of the literature in this field examined students at either high school or university and their consumption habits (for example, Deniz & Geyik, 2015; Lu, Hao & Jing, 2016). Similarly, Gram-Hanssen (2007) suggest this same idea of consumption but refers to the routine involved in consumption. She further argues that routines emerge, develop and change in time with new technologies. In relation to the

continual success of social media, Lu et al., (2016) suggest a particular importance that SNS users feel to share content with others. These users are said to have more of a positive impact on all social media activities. A particularly interesting point about this article is that consumers are co-producers of knowledge. These ‘content creators’ (Lu et al., 2016, p. 56) were also more likely to engage in communication activities online. Additionally, there is the negative impact of self-regulation that arises from technology consumption being a daily ritual (Lu et al., 2016). As stated above, high school and university students are the most common collective studied in this field and they are also the most likely to be bullied (for example Li, 2006; Slonje & Smith, 2008).

2.2.2.1.1 Temporary Consumption

This area is very under-researched, however is particularly relevant when considering SNS use. Using or accessing a SNS is temporary and can be done whilst doing something else (for example watching television, walking the dog or eating food). However, this consumption also allows the user to escape everyday realities to visit an online world before venturing back to reality. A lot of the temporary consumption literature is around health (for example weight loss) and taxes (for example Horioka & Sekita, 2007; Lu, Chen & Hsu, 2011; Schwerin, Kurts-Ebert, Beyer, Swalve & Junghans, 2008). Contrary to everyday use, fleeting use of social media could also lead to emotional dependency, or addictive consumption. The temporary consumption of social media can almost become a “chemical hit” when a user needs a small pick me up (Kulraj, 2015, p. 1). It can be concluded that temporary consumption, or a short term relief of reality to social media, can lead to long-term isolation and unhappiness as a user becomes more distant from their everyday lives.

2.2.2.2.2 Group Think

Group identity is defined by Gioia (2016, p. 2) as “the portion of an individual’s self-concept derived from the sense of belonging to the social group”. This has been built on by previous researchers, most who include the notion of belonging to a “group” (for example, Birnie-Smith, 2015; Zhu, Kraut & Kittur, 2012). In relation to a workplace context, Madera, King and Hebl (2012) suggest that the widespread diversity of social identities in these groups is problematic, as members of a group create attachment bonds between one another (Tausczik, Dabbish & Kraut, 2014). This communication also encourages users to return to

the website or SNS and engagement and commitment emerges from these social connections (Tausczik et al., 2014). Two research teams (Ren et al., 2012 and Zhu et al., 2015) suggest people who feel and create a stronger identification and sense of attachment to the group are those who contribute to the norms of the group. Criado, Rashid and Leite (2016) further add the notion of a sense of belonging to explain the relationship between a member and a group. Groups also affect how people communicate (Alberci & Milesi, 2015; Criado et al., 2016). Another important factor to note from Criado et al., (2016) is that offline group identities are usually referred to as “social identities” derived from social identity theory. The term “computer-mediated communication”, shortened to CMC, is also common among the literature (for example, Alberci & Milesi, 2015, p. 373; Alvidrez, Pinerio-Naval, Marcos-Ramos & Rojas-Solis, 2014). The benefits of CMC can include lower costs than face-to-face communication, easily accessibility and the elimination of social anxiety that some users may face. Alvidrez et al., (2014) additionally add that the elimination of social cues aligned with CMC means that differences in ethnicity and socioeconomic status are diminished and unavailable, which they suggest leads to a better group exchange. Similarly, this type of exchange is referred to as legitimisation by Ranieri, Manca and Fini (2012), meaning that frequent participation and communication among members leads to feelings of affiliation among members. Again, a lot of the literature surrounding group think was focused on teenagers, specifically high school-aged users (for example, Ranieri et al., 2012; Vromen, Xenos & Loader, 2015).

When applied to an online context, it can be concluded that diverse members of a group are more likely to conceal an invisible identity, as research suggests that group identity management can also lead to discrimination (Mandera et al., 2012). The level of anonymity allowed on the SNS, the language preferences, interactions and own identities are other examples of how group think and group identities operate online (Birnie-Smith, 2015). These notions can be explained by SIDE theory (Alberci & Milesi, 2015; Birnie-Smith, 2015), which encompasses how anonymity and self-categorisation influences behaviour online. Therefore, it can be concluded that when users’ identities are kept anonymous, differences between members are invisible and the opposite also holds true. A last example in the literature examines how if a user receives social validation of their ideas, they were more likely to express a change in their identity (Smith, Gavin & Sharp, 2015). Therefore, it can be

implied that usually group members open up or act differently when they feel they have the acceptance or validation from other members.

It can be inferred that a group think, or group setting online, can lead to an expression of identity when members feel comfort and acceptance (Mandera et al., 2012). Another interesting conclusion raised by Mandera et al., (2012) includes that people are more careful and filtered about what they say in front of members from an out-group, as opposed to members in their own group. Ren et al., (2016) conclude by saying that retention and participation may be strongly affected by other SNSs. There is the possibility that members may just choose to leave their group and join another that has the same interests or purpose. This can be explained by the fact that online communities compete for people's attention. Another implication is that these interactions among members have no physical risk to the user. Social anxiety and negative expectations are minimised through the sense of anonymity, meaning contact opportunities are more achievable for groups, even with a history of conflict (Alvidrez et al., 2014). Finally, according to Alberici and Milesi (2015) the controlling of discussions by leaders or perceived leaders in a group makes other members justify their prior morals that may stand true in an offline setting.

2.2.2.2 Why People Consume Social Media

Escapism is defined by Chaouali (2016, p. 1025) as “the users’ motivations to ‘leave’ the reality in which they live in a cognitive or emotional way”. Similarly to the above themes, a lot of the literature again is very recent (within the last five to ten years). The ability to escape everyday realities is attached to connotations of entertainment and fantasy (Jin, 2014). Some of the examples of studies use gaming as the escape, but it is also relevant in a SNS setting. Escapism was found to enhance perceived consumer engagement in activities (Hall-Phillips, Park, Chung, Anaza & Rathod, 2015). This can be explained by the anonymity that can be used and the elimination of face-to-face contact and the anxiety that may come with it. This is further explained by Lee, Lee, Moon and Sung (2015) who suggest that social and psychological motives influence escapism. These motives include escaping from reality, forgetting about troubles, avoiding loneliness, achievement without effort and as leisure (Lee et al., 2015). Escapism is also a form of temporary consumption as the consumption of the SNS is only a temporary escape from reality.

Although most people consume technology as themselves, there is also a population of people who use dual identities for fantasy and catfishing capabilities. Instinctively, the connotations associated with this include the sexual preying community, which often uses SNSs to target others. Interestingly, Adrian (2008) believes each of us has multiple identities and that the role of groups that we align with shapes our 'real life' identities. It can be concluded that because social media does not incorporate face-to-face contact, people's other identities can be hidden through anonymity and the use of different accounts. These dual identities can also explain why people consume technology as an escape from reality to experience a different side of their identity online.

2.2.3 Developing Trust in Social Media

Throughout the literature it is clear that for a consumer to have a successful engagement with social media they must build trust with both their chosen SNS and their audience. Firstly, Wang, Min and Han (2016) liken trust as one of the most influential factors affecting individual behaviour on social media platforms. Yadav, Chakraverty and Sibal (2016) further suggest that trust plays a key role in the dynamics of a SNS. Similarly, Chang and Heo (2014) and Dwyer, Hiltz and Passerini (2007) suggest that consumers develop a sense of trust before beginning the process of self-disclosure online. This relationship of trust and self-disclosure was also referenced by Krasnova, Veltri and Gunter (2012). Interestingly, Diffley et al., (2011) goes on to suggest that consumers are trusting of one another on SNSs. It is evident throughout the literature that there is a lot of reference to the relationship between trust and self-disclosure and it appears to be an association that many researchers in this area tend to agree on (for example Lin et al., 2016; Rubin, 1975; Wang, Min & Han, 2016; Taddei & Contena, 2013). On the contrary, Andersson et al., (2016) found that self-disclosure online is not beneficial when seeking trust from other consumers.

The second type of trust that was evident in the literature was the trust that consumers build with the actual SNS. Nisar and Whitehead (2016) suggest that customer satisfaction with social media is positively related to a pre-established trust that they must create. Friedman, Kahn and Howe (2000, p. 3) state that "people trust people, not technology". Ennis (2015) further suggests that consumers are heavily influenced by the opinions of their friends, proposing that recommendations from other consumers prompts people to explore

SNS to begin with. However, this quote from Freidman et al., (2000) is now seventeen years old, and Syn and Kim (2013) more recently suggest that the more trusting that a consumer is of information sources, the more likely they were to express themselves online.

The implications of these two types of trust demonstrate that there are clearly two relationships of trust that a consumer must develop before they express anti-social behaviour online. They must develop a trusting relationship with their friends and followers which Valenzuela, Park and Kee (2009) suggest is crucial for successful engagement online and therefore leads the consumer to self-disclosure of what they believe is acceptable online. As well as this, they must have a trusting relationship with the actual SNS they choose to express themselves on. This may include being aware of the SNSs privacy policies or privacy settings (Hofstra, Corten & Tubergen, 2016). Further, it can be concluded that these two different types of trust lead to the same outcome. A trust in friends and a trust in the SNS leads to self-disclosure and personal expressiveness by consumers with either high or low self-esteem (Syn & Kim, 2013).

2.2.4 Positive and Negative Effects of Social Media

Social media can create public displays of connection whether through connecting friends and family or strangers (Shen, Chiou, Hsiao, Wang & Li, 2015; Westermann, Spence & Van Der Heide, 2012). Social media aids in establishing and maintaining friendships and relationships through its openness of platforms and user sharing activities (Khan, Swar & Lee, 2014). Social media has been credited with its ability to create worldly connectedness through its speed and share volume of content (Haer, Botzen & Aerts, 2016). Kumar and Geethakumari (2014) similarly suggest the ‘real time’ nature of information and its volume of proliferation contributing to its effectiveness of being viewed as a successful tool (O’Mara, 2012).

Conversely, a study by Houston et al., (2014), suggests that social media is not as useful in disasters, as an increased dependability on social media to report and share details in a timely manner can be detrimental if communication lines were to break. When researching the effects of social media, a lot of the available literature presented referred to health promotion (Lau et al., 2012). In relation to health promotion, Mano (2014) suggests the

concept of a ‘virtual roof’ that connects users. This allows them to share opinions, seek advice and interact with other consumers in similar situations. However, Mano (2014) also suggests that those who seek medical advice online are those who do not have concrete, life-threatening problems. Dahl et al., (2016) build on this stating that minimising costs associated with doctors, nutritionists and weight loss programmes make social media more appealing to users. The virtual roof also opens the door for online bullying and trolling. This suggests the homogeneous and heterogeneous nature of SNS and their ability to be accessed by virtually anybody creates potential issues for other consumers engaging in the same SNS.

This implication of social media effectiveness includes that some SNSs cater for a specific audience and others for an open audience, leaving themselves open to criticism of any potentially anti-social content posted on an online platform. Derby (2013) suggests that a major advantage of social media as a form of mass media is its ability to segment and target audiences and it gives users the facility to seek different information. This is arguably the most different aspect of traditional media, such as a newspaper and contemporary media such as websites. In relation to health promotion, it can be concluded that because SNSs allows content to be posted by anybody the information may not always be accurate or correctly sourced. It can also be said that the ability to meet strangers or people sharing similar experiences can be relaxing and reduce anxiety as finding the right SNS can be beneficial as the site acts as an intermediary between two people (Hossain, Kam, Kong, Wigard & Bossomaler, 2016). Khan et al., (2014) similarly use the word intermediary to describe social media. Although social media has proven to be an effective tool to connect people through eliminating face-to-face contact it raises significant risks and challenges that may not be evident in traditional forms of communication.

2.3 Social Norms

2.3.1 What are Social Norms? Who Defines Them?

Social norms have been given more attention by society relatively recently (Festre, 2010; Krupka & Weber, 2013). Although an age-old concept, it appears society is more interested in knowing information about social norms, and how and by whom they are defined. Festre (2010, p. 514) defines social norms as a “‘non-outcome-orientated’ injunction to act, shared by other members of the group and is sustained by shame”. However, social norms are difficult to define, as each community seeks to develop its own rules and beliefs (Fiesler, 2007). Festre (2010) further suggests that social norms are an important determinant of an individual’s behaviour and that as social norms develop and change, as does a person’s behaviour. Krupka and Weber (2013) suggest social norms are all about acting and behaving in a way you believe someone else would act in a certain situation. This, in turn, creates a community and the individual community develops norms. Social norms are associated with conformity (Festre, 2010; Krupka & Weber, 2013; Vanbenbergh, 2005) and a failure to do so can result in expulsion from the group.

Implications of social norms include that there is no one universally accepted social norm and that different communities impose different beliefs and attitudes towards every situation. A person often seeks to find a group of rules they feel most comfortable exerting and that this defines their actions to undertake a task. The literature also refers to abiding by social norms as an informal obligation to act in a certain way and believe certain things (Vanbenbergh, 2005). It can also be concluded that people prefer self-comparison to normative comparison, in that people seek to evaluate their behaviour based on how others would act (Petkov, Kobler, Foth, Medland & Krcmar, 2011). It can be concluded that peer influence has a major impact on shaping one's behaviour.

2.3.2 Consumer Misbehaviour Online

Consumer misbehaviour is a form of consumer behaviour and is also one that is relatively under-researched. Further, consumer misbehaviour is a manifestation of consumers breaking social norms in an online context. Fullerton and Punj (2002, p. 1239) define consumer misbehaviour as being “widespread: many consumers misbehave, all are inevitably affected materially and/or psychologically”. This generally unaccepted norm is a key part of

the overall consumption process and it has negative implications which affect the experience of all consumers (Fullerton & Punj, 2002). Harris and Dumas (2009, p. 379) suggest that this “increasingly prevalent” problem is increasing due to the more widespread access to social media as more and more consumers create SNS accounts. Online misbehaviour is a broad term, with literature surrounding digital privacy to fraud (Harris and Dumas, 2009). Further, they further suggest a possible explanation for administering consumer misbehaviour, suggesting a “denial of responsibility” (p. 385) was common among consumers. Conversely, other literature in the field by Greer, Russell-Bennett, Tombs and Drennan (2014) suggest that service failure could often trigger consumer misbehaviour. Other literature on the issue relates to aggressive behaviour by sports fans (for example Shoham, Dalakas & Lahav, 2015), the behaviours exerted at Black Friday shopping sales (for example Lennon, Johnston & Lee, 2011) and a study looking into why consumers buy illicit goods (for example Albers-Miller, 1999). These three forms are all examples of consumers misbehaving in the exchange process, however other forms of consumer misbehaviours, in particular in online settings, remain relatively unexplored.

Consumer misbehaviour appears in many different forms, from shop lifting to verbal abuse. However it can be concluded that it is under-researched in an online context and explanations for what constitutes consumer misbehaviour in relation to anti-social behaviours on SNS is scarce. A further implication of consumer misbehaviour is that it solidifies that anti-social behaviour is in fact an issue for marketers as it often occurs in a process of exchange (Fullerton & Punj, 2002). An example in an online context would be in relation to a post that would be deemed socially unacceptable to communicate about due to social norms given a different context.

2.3.3 Social Norms and Emotions

Throughout the literature, social norms and emotions have been widely researched together for many years. There are a few differing ways that social norms and emotions represented in the literature. The first idea, signified by a vast majority of content, considers the relationship on an individual level while the second notion introduces the influence of others. Colombo (2014) suggests that emotions have the ability to regulate our moral and social lives and that emotion motivates people to abide by social norms. This statement is

confirmed by Corradi-Dell'acqua, Koban, Leilberg and Vuilleumier (2016) who suggest that a pre-existing emotional state can affect a person's social behaviour. This implies that abiding by socially accepted norms at a particular point in time can vary due to previous influences on a person's emotional well-being. Similar to this idea is the notion of motivational hedonism. Colombo (2014) continues on to suggest that only pleasure or pain motivates a person, further suggesting that pleasure is the ultimate state of norm compliance. According to appraisal theories of emotion, emotions are paired and characterised with events (Hareli, Kafetsios & Hess, 2015). An example of this is negative emotions corresponding with goal obstruction. This idea is similar to Colombo (2014), who states there are social rules that guide and influence the appropriate display of emotional expression.

In relation to the influence of others, an obvious entity for cooperation in a community is punishment (Feng et al., 2016). In alignment with this, a successful study developed by Colombo (2014) states that a person conforms to the behaviour of another person, arguably to avoid punishment or exclusion. It can also be said that conforming to the behaviour of another person can be explained by normative expectations. Normative expectations motivate and influence a person to comply with norms (Colombo, 2014). Another common theme in the literature examining peer influence was culture (e.g. Hareli, et al., 2015; Rumsey, 2015). Interestingly, Fay et al., (2012) conclude that all cultures vary in some aspects of display rules when experiencing emotion. However, they further suggest that all cultures view happiness and joy positively. Corradi-Dell'acqua et al., (2016) contribute to this notion by suggesting that individual and environmental cues have an equal influence on one another.

Many authors highlight specific examples that show the relationship between social norms and emotions. Colombo (2014) suggests resentment and norm compliance. Here, it was argued that there are certain normative behaviour patterns which motivate us to comply with norms. However, it is also said that norm compliance is followed to eliminate the feeling of resentment. When someone acts contrarily to our expectations, it is normal to experience frustration. Similarly, Fay, Jordan and Ehrlinger (2012) suggest that social norms in an everyday context are influenced by surrounding culture. They continue to argue that social norms are shaped to the degree that people usually only share happy emotions that can often

be exaggerated. The example that they focus on is people routinely replying “great” when they are asked how their day is going. This is because social norms encourage people to minimise and hide negative emotions and experiences (Fay et al., 2012). A particularly interesting study was conducted by Krishna, Herd and Ayinoglu (2015), who focus on embarrassment as a violation of a social norm. They highlighted the word transgression and refer it to experiencing embarrassment which is potentially viewed or applauded by others. Finally, McDonald and Crandall (2015) argue the term prejudice in relation to changing social norms for the greater acceptability of the minority (for example LGBT people). In other words, they suggest that a failure to adapt and adopt social norms can result in prejudice.

It can be concluded from the literature that anger is accepted as a consequence of norm violation and that happiness and positivity are respected the same across all cultures (Hareli et al., 2015; Rumsey, 2015). Another implication evident is that it is more widely accepted to express positive emotion to others (e.g. Fay et al., 2015). This in turn shapes our everyday behaviour as we bottle up negative emotions. It can be said that this form of behaviour is more polite to others and sharing thoughts of positive emotions, experiences and reactions leads people to mask their more contentious thoughts. An interesting implication raised by Hareli et al., (2015) is that gender differences in social norms can be attributed to motivational effects, therefore suggesting there that there may be no influence of gender difference in the social norms and emotions relationship.

2.4 What Constitutes as Anti-Social Behaviour Online?

A particularly interesting and new contribution to the field comes from Cornford (2012) who criticises the definition of anti-social behaviour. At the time, the current definition referred to behaviour that was caused or likely to cause harm, harassment and distress to people (Cornford, 2012). Again, a lot of the literature in this field is very recent, suggesting it is an emerging topic of interest among researchers. A common argument is that men are more likely to engage in anti-social behaviour online than women (e.g. Cao & Lin, 2015; Berryessa, Martinez-Martin & Allyse, 2013; Buckels et al., 2014). This is in contrast to research stated above that women have the most presence online in any context (Andreassen, et al., 2016). Hence it can be assumed that although there are more women online, men are

more likely to behave in an anti-social manner. Carpenter (2011) suggests some SNS users abuse the system to behave in anti-social ways. He argues the term narcissism, further suggesting that entitlement and exhibitionism are traits related to anti-social behaviour. Another aspect to consider when researching this type of behaviour is frequency of engagement online. Buckels et al., (2014) suggest that anti-social behaviour is perpetrated by heavy users, which can be explained by boredom or entertainment. These actions often break social norms which facilitate large-scale cooperation and aim to constrain anti-social behaviour (Buckholtz, 2015). Of course different SNSs and different cultures operate with different norms, with Salai, Juda and Henrich (2014) suggesting different norm-sustaining mechanisms have emerged to operate in different places implying that there is no universally accepted way to behave. Cao and Lin (2015) also raise the issue of bystanders and that watching undesirable behaviour is also a form of anti-social behaviour. Buckels et al., (2014) sum up anti-social behaviour well, concluding that it is, in a sense, the overall umbrella term for trolling and online bullying.

Specific examples of anti-social behaviour among the literature included victimisation (Cao & Lin, 2015), narcissism (Carpenter, 2011) and harassment (Craker & March, 2016). Craker and March (2016) further suggest that those who are most likely to engage in anti-social behaviour online often personalise their SNS profiles to display differently to what they would describe themselves as being like in person. There was also evidence of attention seeking online through posting selfies (for example Sung, Lee, Kim & Choi, 2016) and as touched on above, narcissism (for example Miller, Gentile, Wilson & Campbell, 2013). Attention seeking refers to similar concepts of anti-social behaviour, including expressing one's true self and self-disclosure (for example Seidman, 2014). One of the more controversial papers in the area was written by Berryessa, et al., (2013). These scholars highlighted the issue of mental illness and anti-social behaviour. Other risks associated with anti-social behaviour argued by Berryessa et al., (2013), include racism and sexism, responsibility and privacy. The implications of anti-social behaviour include that the behaviour can be taught and adopted from a young age (Beckley et al., 2016) with Cornford (2012) similarly suggesting that anti-social behaviour from a young age can impact a person's quality of life. Kirman, Linehan and Lawson (2012, p. 121) highlight the "implicit social contract present in all online systems" that describes expected behaviour in the particular context.

2.4.1 Trolling

Trolling falls under the concept of anti-social behaviour and is used to describe any form of misbehaviour online, whether it is intended as a joke or as an actual threat (Hardaker, 2010). Common connotations among the literature for trolling included trolls being deceptive and disruptive (e.g. Buckels et al., 2014; Hardacker, 2013) and engaging in this activity because of boredom, revenge or attention seeking capabilities (Shachaf & Hara, 2010). On a study of Facebook and trolling behaviours, Craker and March (2016) suggest trolling encompasses starting aggressive arguments and posting malicious messages to deliberately disrupt and upset other users. Interestingly, they continue to suggest that over a quarter of Americans have engaged in some form of trolling behaviour online. They make a new contribution to the field suggesting that the internet has become an expansion of us and that the anti-social behaviour that occurs online is associated with the same psychological and social harassment that is portrayed face-to-face. It can, however, be concluded that trolling is an under-researched topic, especially in relation to how it differs from online bullying.

2.4.2 Online Bullying

Online bullying or cyberbullying can be described as a violation of a social norm (Kowalski, Schroeder, Giumetti & Lattanner, 2014). However, there are some who engage in this form of behaviour and believe it is acceptable and within their beliefs to do so. They are acting within the norms of the community and conforming to their peers. Smith, Maldavi, Carvalho and Tippett (2006) suggest that cyberbullying does not discriminate, that there is no age group that is more at risk but girls are more likely to be cyberbullied than boys. However, a majority of the available literature was conducted on high school-aged children (13-18 years old), (for example Li, 2006; Slonje & Smith, 2008). Cyber bullying can also lead to low self-esteem, which is also prove to cause addictive online behaviour (Patchin & Hinduja, 2010). This is a controversial theory which will be examined in relation to online voyeurism.

2.4.3 Online Voyeurism

Online Voyeurism can be referred to as rarely posting information on social media but regularly reading the posting of others online, also known as online lurking (Jones, Schieffelin & Smith, 2011. Jones et al., (2011) also suggest that online voyeurism is directing or exposing others to view content that may be questionable or undesirable. Global communication forums have increased the vulnerability for online voyeurism (Hughes, 2004) and accessing information on public groups or profiles is easy.

Farinosi (2009) produced an interesting and original contribution to the field, suggesting that the growth and change of the internet has influenced how we connect with one another and has had negative effects on what a person deems as private. The boundary between public and private information has been blurred (Farinosi, 2009) and now some private contents are gaining unwanted attention from unwanted gazers. Privacy is one of the top leading 40 leading ethical issues (Cooper, 2009), which can be further explained by Kavianpour, Ismail and Mohtasebi (2011), who suggest that people exhibit more trust in online SNSs than in an offline environment, which leads them to reveal more personal information.

Online voyeurism is an example of undesirable behaviour, and for this to exist there must be people to brag about and exhibit their lives online for others to watch (Qualman, 2009). This is a relatively new concept, contemporary to this research, and Saleem (2014) suggests individuals create content on their personal social media account that is positive and entertaining to appear 'strong' and interesting to their peers. Qualman (2009) even argues that online voyeurism has replaced more traditional entertainment platforms such as television. Jones et al., (2011) state that voyeurism can be seen as innocent or acceptable when it includes simple information gathering processes, for example looking at other users profiles. However, there are social media sites such as Reddit which allow users to post screen shots of amusing content they have found online in a public forum or post.

Implications of online voyeurism include that people often post on social media subjects that are difficult to talk about in a face-to-face setting. Some examples include posting numerous photos of an overseas holiday with your family, appearing happy. However, this may be seen as boasting your wealth by others and may be a subject of discussion. Another example is innocently posting a relationship change on Facebook from 'in a relationship' to 'single', which can result in mockery and harsh comments. Or another classic example is posting your daily coffee or lunchtime snack, something you wouldn't be so excited to share if you saw someone in person. It can also be concluded people create and project 'desired' identities and are very self-aware of others' opinions of themselves (Saleem, 2014). It can be reasoned that no one is going to intentionally post a photo where they think they look 'bad' or 'ugly', people seek acceptance from others, highlighting the importance of being part of a community who share similar social norms.

Finally, it can be said there is a lack of awareness of future consequences (Farinosi, 2009). Farinosi also suggests that social media consumers are unaware of privacy settings and policies available to them on their SNS, and are often unaware of the public nature of their content. Of particular interest are generation 'Y', who have grown up with technology and it is part of their everyday lives. Arguably the most vulnerable sector, these individuals have not had to grow up adapting to technology as it advances like older generations have. The trend of computerising everyday objects is continuing to rise, as are the number of SNS sites available to consumers (Farinosi, 2009).

2.5 Gaps Identified in the Literature

This literature review examined the current literature on anti-social behaviour online and was organised into three key themes: social media, social norms, and anti-social behaviour. A vast majority of the literature included in this narrative review was from the previous five years to date. This is because social media itself is a fast-paced, ever-changing topic, meaning as research advances a lot of the literature published no longer holds true. Social media itself is a relatively new concept, with the first social networking site, Six Degrees, originating in 1997 (Terrel, 2015). Although there is widespread literature on the concept of social media, there is little research on why and how social media allows 'anti-

social' behaviour to occur and the way these behaviours are manifested. Anti-social behaviour is hard to define because of the differing social norms evident in many SNS but this research will focus on exploring different examples of anti-social behaviour online and will explain this by offering explanations for the different forms it appears in as well as possible personality traits more common in anti-social consumers.

Another gap in the literature is information specifically on social networking site, Reddit. A lot of the available literature encompasses Facebook and Twitter, the two other main sites to be examined in this research. It can also be concluded that a majority of the available studies on online bullying are focused on generation 'Y'. Although this research will also consider this age group, there is a gap in research for older generations and their experiences with online bullying and anti-social behaviour online. This research is intended to fill some of the gaps mentioned above, namely, explaining how anti-social behaviour appears online and discovering the different forms that consumers execute. This research will also offer explanations for why this type of behaviour appears.

2.6 Chapter Summary

In this chapter, the available literature that is relevant and crucial in developing an understanding of anti-social behaviour online is reviewed. The researcher has chosen to consider the common forms of anti-social behaviour expressed in the literature but expect that the study may return different forms. The chapter has identified gaps in the literature that this research intends to fill. That is why the researcher intends to present the forms of anti-social behaviour believed to be most prevalent online. As stated above, it is clear that this whole concept is relatively under-researched, but further that Reddit appears overlooked in the literature. The next chapter will begin with a methodology overview and then will be split into two sub-chapters which will provide a thorough justification and explanation of employing both a content analysis and focus group to achieve the purpose of this study.

3. Methodology: Content Analysis and Focus Group

3.1 Introduction

This chapter will cover the two research methods that have been employed for this study. To achieve the purpose of this study – to explore how anti-social behaviour is manifested online – a qualitative, exploratory research approach has been utilised. The first method used was a content analysis which took place across all three of the SNSs: Twitter, Facebook and Reddit. The second method was a focus group, which was utilised to clarify and expand upon findings established from the content analysis. This chapter will begin by stating the main and sub-research questions of this research, which will be followed by an explanation and justification for utilising a qualitative research method before a description of the research sample. Additionally, a rationalisation of using a conceptual coding process to analyse the data found from both methods, the motivations for utilising a content analysis, an explanation of the research procedure and an explanation of the data analysis and processing will be explained. A focus group will then be described utilising the same format.

3.2 Data Collection and Analysis

3.2.1 Aim

The aims of this research were to develop a more expansive understanding of the way in which anti-social behaviour manifests itself online and why the consumers of SNSs that were studied are executing these particular behaviours.

3.2.2 Research Question

“What are the forms of anti-social behaviour online? How and why are they executed?”

3.2.3 Sub Research Questions

Content Analysis:

- What examples of anti-social behaviour exist on social media?
- How does anti-social behaviour manifest itself on social media?

Focus Group:

After completing the findings section of the content analysis, the focus group panel were questioned on themes that have arisen from the content analysis. The questions posed to the focus group panel include:

- What is your understanding of a particular type of anti-social behaviour in an online context?
- Why do you think people may act in an anti-social way?
- What types of people do you think behave in an anti-social way?
- Do you think that such behaviour is acceptable or appropriate? – Why?

These questions also pose as the sub-research questions that this research has answered.

3.3 Appropriateness of the Research Design**3.3.1 Qualitative Research Rationale**

Qualitative research is primarily concerned with a person's experiences and interactions, whereby the researcher uses a humanistic and interpretive approach (Jackson, Drummond & Camara, 2007). Therefore, as suggested by Creswell (2013), it is the role of the researcher to recognise the underlying realities that are socially constructed by the consumers whose posts were analysed for this research. A justification for using a qualitative approach for this research includes the following. Firstly, the main purpose of this research was to understand and interpret the types of anti-social behaviour that were evident online and how they were manifested through the establishment of themes, drivers and forms (Bryman & Bell, 2007). Secondly, a qualitative approach allowed the researcher to explore the social, cultural, personal and interpersonal characteristics of the contexts in which the anti-social behaviour occurs (Belk, Fischer & Kozinets, 2012). Hence, this research was specifically interested in exploring how a change in context can lead to differing and traditionally distasteful and objectionable experiences, interactions and therefore, behaviour, occurring online. Finally, because the literature surrounding anti-social behaviours on Twitter, Facebook and Reddit as SNSs, and the types of anti-social behaviour that occurs on them is relatively under-researched, this study was intended to both build on existing theories, literature and policies that are readily available as well as contributing additional and renewed knowledge and concepts towards why social media and SNSs are so vastly full with different forms and types of posts which represent anti-social behaviour (Corbin & Strauss, 2014).

3.3.1.1 A Critique of Qualitative Research

Like any research, there are both benefits and limitations associated with using a purely qualitative method. One key advantage of qualitative research includes its flexibility. In accordance to this research, in particular the second method that was used, a focus group, this flexibility allows for lines of interests to be pursued as they arise (Gallucci, Van Lare, Yoon & Boatright, 2010; Stemler, 2001). This gives the researcher the ability to ask a panel member for further clarification or to exploit examples, which may lead to richer and deeper data. It is also expected that panel members will return information and examples that were not considered or found as part of the content analysis. Hence, the flexibility of a qualitative approach appears the best fit for the intentions of this research. An additional advantage is that a qualitative approach is based on human experience (Anderson, 2010). In regards to the content analysis, the actual behaviours are being directly observed unobtrusively on all of the three SNSs. To clarify and expand upon these findings, panel members in the focus group will be able to draw on real life experiences through recalling their own actions or behaviours that they have been subjected to.

However, limitations of a qualitative approach include that the findings cannot be generalised to the wider population (Ateino, 2009), which in essence means qualitative research produces information that is reflective of a sample of the wider population. A second limitation is that the required rigour of data collection and analysis means the qualitative research can become very time consuming (Anderson, 2010). This included the preparation of a widely researched content analysis of Twitter, Facebook and Reddit, the recruit and organising of a seven person expert focus group, coding the responses of both methods, before separately establishing their findings and collectively joining them together, before developing a cohesive and insightful discussion.

3.3.1.2 Qualitative vs. Quantitative Approach Justification

Since the purpose of employing the content analysis method is solely to examine how anti-social behaviour, in its many forms, appears online, it proves the most useful approach because it allowed for the posts to be viewed and interpreted in their natural state of being (Darrin, 2015). Therefore, utilising a different type of method to achieve the outcome of this research may have not been as effective. For example, quantitative methods are traditionally

concerned with how much? and what?, in contrast to qualitative research which is predominantly concerned with why? and how? (Kuper, Reeves & Levinson, 2008). Therefore, using a quantitative method such as a survey would present results similar to how much anti-social behaviour occurs online contrasting the aims of this research. Additionally, it is obvious that why cannot be numerically measured, prompting an immediate introduction to occupying a qualitative method. Other qualitative methods that could be used include observations and one-on-one interviews. A content analysis proves more effective and efficient than field observation of behaviour as observation can lead to tampering with the field environment or there is the risk of the poster being aware of what is occurring (Stemler, 2001). Similarly, it was decided that the generation of conversation in a focus group would provide quality research in an efficient and effective manner as opposed to conducting multiple in-depth interviews (Gibbs, 1997). A full overview of the methods used in this study is available below. Please refer to Table 1: Methodology Overview.

Table 1: Methodology Overview

Method	Recruitment	Analysis	Sample	Budget
Content Analysis	Convenience Sampling <ul style="list-style-type: none"> • Male or female • Any age (of legal age to have a SNS account) • Located anywhere in the world • Posted any type of anti-social content four or less lines in length 	Concept Coding	151 posts over 3 Sites (Twitter, Facebook and Reddit)	
Focus Group	<ul style="list-style-type: none"> • Heavy Social Media Users (i.e. users who engage daily) • 18-29 year olds (Generation 'Y') 	Concept Coding	1 focus groups x 7 participants (= 7 people) social media users 60 minutes in length	\$20 voucher for each participant

3.4 Research Sample

The three SNSs employed for this research target different age groups however, 18 to 34 year old males and females are the largest consumers of each site (Statistica, 2016; Statistica, 2017). These age groups are also most commonly referenced in the literature, suggesting that this research can help build on existing theories, policies and implications (for example, Li, 2006; Slonje & Smith, 2008). Additionally, focusing on the younger age groups is a motivation to create a safer social media environment for the next generation to grow up using. The research could not consider younger than generation 'Y' due to SNS laws regarding the youngest age a consumer can be to create their own account. There are also stricter policies for engaging them in the focus group, so a focus on generation 'Y' (and slightly either side) would provide with plausible data to successfully answer the demands of this study.

To gain a deeper understanding of how the context and environment contribute to anti-social behaviour online, the researcher decided to examine three relatively different but vastly popular SNSs (Moreau, 2016), namely Twitter, Facebook and Reddit. Twitter is currently the second largest SNS in the world, Facebook is the largest while a more uncommon SNS, Reddit is still the eleventh most popular SNS in the world (Moreau, 2016).

3.4.1 Twitter

Twitter can be described as a “microblogging service” that allows users to follow others without the need to be followed back (Kwak, Lee, Park & Moon, 2010, p.1). Zhao and Rossen (2010, p. 243) suggest that Twitter is so popular because it has created a new channel of communication, which they describe as “the activity that users broadcast brief updates about small things happening in their daily life”

Twitter is an online platform where users can post life updates of any nature to inform their followers. Twitter has a strict 140 character limit allowed in one post, which meant only posts that were confined to one post (not spreading over two or three) were analysed to minimise the possibility of misinterpretation between the posts. Further, the researcher was interested in looking at the behaviour in one post, without analysing follow-up posts. Twitter

allows its consumers to use a pseudonym, where a name must be displayed but it does not legally have to be a consumer's birth name. An additional major driver for using Twitter as a platform is its popularity, with its average age of consumers aged between 25 and 34 (Statistica, 2016).

3.4.2 Facebook

Facebook can be defined as a “free social networking website” that allows “users to create profiles, upload photos and videos, and send messages” (Thornton et al., 2015, p.1). Facebook was considered as a platform and as part of the research sample because it constitutes as the largest and most frequently used SNS in the world (Moreau, 2016) and is particularly relevant among teenagers (Davies, 2012). Although statistics suggest that the average age of users is 25-34 years old, Facebook has more teenagers and consumers under 25 active than any other SNS (Statistica, 2017). Davies (2012) further suggests the perceived importance of social connection and maintaining a desirable image on Facebook is as important for its consumers.

Quintelier and Theocharis (2012, p. 259) have likened this popularity to a “changing media environment”, which has allowed for consumers to engage in different forms of behaviour, communication and participation. Facebook in particular has revolutionised the way people use the internet, how they attain information and how they communicate (Grow & Ward, 2013). Jarvis (2010, p. 2) suggests that other users often make an “accurate first impression” about a person based on seeing their update post. Therefore, this exact process was employed and a content analysis used as though the researcher was a member of the public accessing this information. Therefore the concern was with the appearance of the different SNSs and if they had an influence on the types of behaviour the research examined. Facebook has a policy that users must display a first and last name that is supported by a small profile picture. The third SNS that we have examined, Reddit, allows for complete anonymity.

3.4.3 Reddit

Reddit was the only SNS chosen for this study that allows complete anonymity to its consumers. It was particularly important to consider this difference to identify whether people acted differently when they were assured complete anonymity, specifically if they behaved in a more anti-social manner. Reddit can be described as a SNS that allows “users... to determine which stories will be featured in high-visibility locations” (Mills, 2011, p. 1). These posts on the main screen are pointing users towards the “best” available content at that time, due to previous up-votes by other consumers (Gilbert, 2013, p. 803). Van der Nagel (2013) suggests that online anonymity is beneficial to society, especially when studying undesirable behaviour online.

However, there are also significant risks associated with anonymity which were also considered. Van der Nagel (2013) further suggests that there are often harmful but valuable consequences that can arise from anonymity. Some of the perceived harms included abuse, eliminating accountability, harassment, fraud and other illegal activities. Since it is not possible to reach out to the OP to see if any of the above issues truly occurred, they will not be considered in developing the researcher’s analysis. Therefore, Reddit was chosen to consider what the removal of a name and photograph can do to the behaviour of these consumers and whether there are distinct differences between the anti-social content and behaviour on Reddit compared with Twitter and Facebook.

3.5 Content Analysis Justification

As touched on briefly above, it was felt that a content analysis was the most useful method for this study as it enabled the coverage of visual content to be examined in their natural state. Malhotra (2010, p. 233) describes a content analysis as “the objective, systematic, and quantitative description of the manifest content of a communication”. It was decided that this research was primarily interested in latent content, as opposed to manifest content, and therefore was concerned with understanding the deeper meaning of the communication, specifically the behaviour underlying why these people were expressing anti-social conducts. The Collins Dictionary (2016) describes ‘latent’ as “something which is hidden and not obvious at the moment, but may develop further in the future”. Similarly, the Merriam-Webster Dictionary (2015) describes latent content as “the underlying meaning of a

dream or thought that is exposed in psychoanalysis by interpretation of its symbols or by free association”. Therefore, it can be settled that this research has attempted to understand the forms of anti-social behaviour online and the drivers that support these, suggesting that a manifest content approach would not be sufficient for this study. Stemler (2001) has praised a content analysis because of its high reliability and ability to be undertaken and occur unbeknownst to the environment. Similar studies that have employed a content analysis when studying social media behaviour include Edman (2007), Salkhordeh (2010), Shelton and Skalski (2013) and Shockley (2010).

3.5.1 Research Procedure

This section will outline the approach taken to implement the content analysis for this research. The researcher has chosen to begin the content analysis with a completely open mind, taking a screenshot of content of any and all nature that appears anti-social on the first site to be analysed, Twitter. Once selection criteria were established, Facebook and Reddit followed and were analysed in an identical manner which will be explained below. Initially, there were more than 200 posts were screenshot, and this was finalised to 151 posts, which it was believed reached the rate of saturation. A description and justification of the research sample and coding processes will be described below.

To begin the content analysis, a strict criteria relating to the posts that would be screenshot. This streamline criteria was developed to ensure consistency since three different SNSs were accessed and to create cohesion across the two methods. To choose the criteria, the researcher began by picking a part one anti-social post and decided that the post important criteria that should be implemented included gender, age, location, post length and execution. Table 2 represents the criteria that were established for the content analysis.

Table 2: Content Analysis Criteria

	Criteria
Gender	Male or Female
Age	Generation 'Y' or above*
Location	Anywhere in the world*
Post Length	Less than four lines in length
Execution	Looking for anything that appears socially unacceptable to be posted about

Note: *Age and location are both set with wide barriers because it was hard to access the ages and exact location of the OPs due to their privacy settings.

The content analysis began on Twitter. The rationale behind using Twitter as a starting point was because after a quick skim of the three SNSs, it appeared that Twitter had a great deal of posts that could be considered socially unacceptable. After creating a public Twitter account, the search bar at the top of the Twitter homepage was used to begin our search. Firstly, short phrases such as '#anti-socialbehaviour' and '#anti-social' were used, but these hashtags did not return entirely desirable content. It was then decided that the search terms needed to be more direct and so the search continued by anti-social topics in order for anti-social behaviour to be exposed. Burney (2009) likens anti-social behaviour to the "incivilities and disorder" (p. 2), which is committed by individuals and communities who act outside of a socially constructed "constraint" (p. 2). Specific examples of anti-social behaviour includes victimisation (Cao & Lin, 2015), narcissism (Carpenter, 2011), and harassment (Craker & March, 2006). After consulting the literature mentioned above around the common characteristics associated with anti-social behaviour online, hashtags that fit exerting victimisation, narcissism and harassment were looked at. Some of the most common topics across Twitter that had these three criteria relevant in them included #relationshipbreakup, #hate, #anxiety and #stupidslut. A full list of the content analysis can be found in Appendix 1, p. 130.

Originally, more than 200 tweets fit all of the above criteria which were then screenshot and placed in a word document. Comments from other consumers or posts that panned out over more than one post were not considered. The rationale behind this decision was because the researcher wanted to look at the impact of one singular post, and what can be manifested and projected from one particular update. Further, since there is the possibility of missing a second or third follow-up post, this research only considered the first. The Twitter content analysis took around three full working days to undertake as an extensive and thorough search of publically posted posts were assessed. Once a Word document with the Twitter posts was created, this exact process was begun on the second SNS, Facebook.

The content analysis of Facebook began on a new day to ensure that the research began on a new site with a renewed and open mind. The same criteria regarding the posts was employed to initiate the content analysis on Facebook to ensure consistency between the SNSs. Similarly to the content analysis carried out on Twitter, the researcher used the search bar at the top of her own Facebook page to search for anti-social behaviour. Firstly, the researcher accessed anti-social behaviour that she had been exposed to through posts that her online friends had made. Once developing an extensive search of known anti-social behaviour online, a search began via hashtags for publically available content through the search bar on her homepage. Hashtags were employed for this second sector searching process on Facebook as well to represent cohesive searching across the two SNSs. Like Twitter, anti-social content was shown through relationship break-ups and self-deprecation. Once around 50 screenshots of anti-social behaviour were collected from Facebook, a major difference between the two seemingly similar sites became obvious. Twitter allowed for a user to search any hashtags through eliminating the need to 'follow' a person back. In contrast, Facebook has stricter privacy policies, meaning friendships must be accepted before there is the ability to see most of a person's content. However, this was a minimal issue as the researcher was only accessing content that was set to 'public' by the OP. The content analysis of Facebook took around two full days to complete. Next, the posts were placed into a separate Word document while a content analysis of the final SNS, Reddit, was conducted.

The final content analysis was undertaken on Reddit. The researcher was not familiar with this SNS so the search began by researching Google for explanations of how to use Reddit correctly. As mentioned previously, Reddit was employed because it allows for complete anonymity for its consumers, which differs from Twitter and Facebook. Once the researcher understood how to best use Reddit an account was created and a search through its consumers posts began. It was clear that Reddit displays content considerably differently than the other two SNSs. Users with a Reddit account have the ability to “up-vote” and “down-vote” the content that they perceive as “the best” (Van der Nagel, 2013). Therefore, it was easier on Reddit to find data rich content that was the epitome of anti-social. However, one significant issue with this process is that often content on this site would be “down-voted”, meaning it is incredibly hard to find these posts. This represents that a community of like-minded consumers are able to choose the content that all other users are exposed to through voting for the most controversial content. Anti-social behaviour was immediately clear from even just the homepage. However, to ensure the content analysis was completed with consistency across all three SNSs a search for anti-social content via the search bar on the homepage was completed. Around 45 posts which were anti-social in nature were screenshotted and placed into a separate Word document for analysis. The Reddit content search took around one and a half days. It could be concluded that anti-social behaviour was not hard to access on Reddit, as it appears an environment that seems to condone and encourage it.

After completing the first stage of the content analysis, the documents were printed out and examined. Posts that were irrelevant or did not match or add value to the research were removed. The final number of posts used in the content analysis was 151: 81 from Twitter, 38 from Facebook and 32 from Reddit. The rationale behind selecting a different number of posts from the three SNSs included that Twitter produced a wider range of content, represented through different topic choices which constituted as anti-social. A possible explanation for this is that it is easier to access publically available content on Twitter as there is no need to follow a person back to view their posts. Nevertheless, the final content analysis figure stood at 151 posts. After laying out the content analysis posts they were each free coded with a single word or short phrase in reference to the topic choice and execution of each post.

3.5.2 Data Processing and Analysis

After an extensive free coding process of all 151 posts, the best coding options for the content being assessed was researched and conceptual coding decided upon. According to Saldana (2009), a code in a qualitative study can be defined as “a word or short phrase that symbolically assigns a summative, salient, essence-capturing, and/or evocative attribute for a portion of language-based or visual data” (p. 3). The researcher decided to employ this process described by Saldana (2009) in his book ‘*An introduction to codes and coding*’ and utilised the first cycle concept coding method. The rationale behind choosing a conceptual coding method over other methods mentioned by Saldana (2009) includes that conceptual coding is interested in developing an overall picture of what is occurring in the post (Nilakant, 2016). If another coding method, such as emotion coding, as employed, the researcher would need to be in direct contact with the OP to discuss their feelings, which is not the purpose or achievable within this study. The conceptual coding process began by hand-writing three or four single concepts or short phrases next to each of the 151 posts. The initial thoughts that were grouped together in order to develop the four key types of posts and forms of anti-social behaviour online can be found at Appendix 4, p. 161. These concepts were chosen in reference to the language, tone, content, execution, length and overall impression of the post. The rationale behind examining these six factors included that these concepts are perceived differently in an offline context to an online context, such as the removal of social cues (Alvidrez et al., 2014). Further, the researcher wanted to examine this difference as it was believed it would contribute significantly to how and why anti-social behaviour was manifested online.

Once every post was coded through conceptual coding, patterns and connections between the codes were looked for. Distinct concepts that then began to emerge from the data. A dense and abstract view of the data could be created through the ability to be able to distinguish themes, commonalities and differences (Holton, 2010). These conceptual codes and connections were based on content that was less than four lines in length. They were sometimes even shorter on Twitter due to a strict 140 character limit. However, a lot of qualitative literature and supporting coding looks at long transcripts of perhaps ten pages, from possibly an in-depth interview, whereby the researcher was only assessing a few lines (for example, Thomson and Holland, 2003). This conceptual coding process is therefore an incredibly complex and time-consuming task as all of the 151 posts were coded. Coding

software, such as CAQDAS, was not employed as it was believed that free-hand coding would be best suited for this study.

Once these conceptual codes and outcome patterns and connections were finalised, posts with similarities were grouped together before four key forms were found that the researcher strongly believed represented the behaviour expressed by the consumers in the study. These are aggressive behaviour, confrontational behaviour, controversial behaviour and humorous behaviour. To clarify and expand upon these issues found in the content analysis, a follow-up focus group was organised to clarify and explain these findings.

3.6 Focus Group Justification

Kitzinger (1995, p. 299) describes a focus group as a “form of group interview” which leads to communication between a group of people. A focus group has been described as a timely effective method which reduces the need for the researcher to ask each person to respond directly to them and instead, generates a platform where participants can interact, discuss and question each other’s opinions. Therefore, these exchanges of communication act as data for the researcher. Kitzinger (1995, p. 299) further suggests that focus groups are best used when the researcher is primarily concerned with a person’s “knowledge and experience... and how they think and why they think that way”. Powell and Single (1996) suggest a focus group is most desirable when there is existing knowledge available on the subject and this notion is represented by method one used in this study, a content analysis.

Like any research method, there are potential issues that could arise. One, mentioned by Sim (1998), is that the researcher’s personal and moderating skills can influence the type of the data gathered, suggesting that the researcher can guide and influence the responses gained from participants. Further additional disadvantages of employing a focus group included the possibility of clashing personalities of panel members, having to ensure complete confidentiality, which in this study is represented through only using audio recording of the responses with no video recording and finally, an acknowledgement that results from this study cannot be generalised to a wider population (Robinson, 1999). However, there are also many benefits associated with using a focus group method, several of which are particularly applicable when studying behaviour. A focus group was chosen as a

secondary method because of its ability to gain insights into a person's understanding of a situation or determining their attitudes (Caplan, 2010; Gibbs, 1997) and that the variety of data and additional insight that can be gained when members of the group interact (Le Roux, 2016). Other advantages of a focus group include that it is highly efficient and inexpensive, and that participants are made to comment in their own words (Robinson, 1999). Another recognisable advantage is that the researcher has the ability to clarify explanations when, and if, necessary.

3.6.1 Research Procedure

3.6.1.1 Recruitment

First, a recruitment criteria that interested participants must meet was decided on. This research decided to target the opinions of generation 'Y', 18-29 year old males and females. The rationale behind this was acquired from the literature review. Smith, Maldavi, Carvalho and Tippet (2006) suggested that there was no particular age that was most at risk to anti-social behaviour online, however, the majority of the available literature surrounding the outcomes of anti-social behaviour (for example, cyberbullying) was written in reference to generation 'Y' (for example Li, 2006; Slonje & Smith, 2008). A second rationale for this decision was that these people are considered digital natives who have grown up with social media and are some of the most active users of SNSs, suggesting they have seen the greatest exposure of anti-social behaviour online. Kuo et al., (2013) suggested that 67% of adults and 82% of teenagers in the United States and Canada were active on at least one SNS. Finally, this age bracket was chosen because this age group is most commonly active across the three SNS (Statistica, 2016a; Statistica, 2017). Although 25-34 year-olds were listed as the most frequent users, this research chose to consider the slightly younger age group, which was the second most active age group online.

Therefore, it was decided to recruit via a 'public' privacy setting on Facebook as it is the largest SNS in the world, suggesting it has the ability for the greatest reach (Moreau, 2016). The researcher posted a simple message to her own personal Facebook page as well as the University of Canterbury postgraduates Facebook page. The message was worded as follows:

Hi Facebook friends! I am looking for eight to ten people who would be keen to participate in my study for my Master's thesis. My thesis is looking at the types of anti-social behaviour that occurs online and I need YOU to share your experiences of using Facebook, Twitter and/or Reddit. If this sounds like you, and you're keen for a cheeky \$20 for your time, then please private message me for more information.

Please note: you must be between 18 and 29 to participate.

Thanks friends xxxx

The above message was slightly tweaked and placed on the University of Canterbury postgraduates Facebook page but shared the same main details. The rationale behind this was that the researcher believed her Facebook friends could be enlisted to participate by using a slightly more informal tone (for example the xxxx on the end of the post). As the postgraduate Facebook page post needed to be more formal this sign off was removed as it was targeting unknown people.

The recruitment process for panel members proved incredibly difficult and due to unforeseen circumstances, such as illness and university holidays, and only seven female panel members were recruited. All matched the pre-established criteria. As these seven people were all from within two and a half hours of Invercargill, it was decided that the central location for the focus group should be Invercargill. After communicating back and forth through a Facebook private chat, it was established that the focus group would take place on Monday the 23rd of January at a city centre café in Invercargill.

Before commencing the focus group, the panel were checked a second time against the previously established criteria. To be defined as an expert, the panel members must each be active at least once daily on more than one SNS (not limited to the three in this study). This criteria represented that they were frequent and loyal users (Kuo et al., 2013). All of the panel were aged between generation 'Y', however they only covered a three year age bracket. With these limitations noted, the focus group then commenced.

3.6.2 Process

3.6.2.1 Pre Focus Group

The focus group followed a semi-structured process with 12 interview questions. These 12 questions were developed from the findings of the content analysis. It was decided to include a focus group to clarify and expand upon these findings from the content analysis and to find out real life examples that were occurring in New Zealand. The 12 questions were firstly concerned with the panel's understanding of the definitions of anti-social behaviour online and its four forms. The rationale behind acquiring the panel's definitions of these forms was to decipher whether the general public had an understanding of what anti-social behaviour online actually is and how it is manifested. With this established, questions to do with the execution of the posts were included. The rationale behind this was to see if they perceived execution was key in the interpretation of a message. This was followed by a question time and discussion where the panel was encouraged to offer practical examples that they may have executed or have seen on their preferred SNS.

3.6.2.2 Focus Group Meeting

As previously mentioned, this occurred in Invercargill on Monday 23rd of January 2017. The meeting began with the supporting cover letter explaining the research being read to the panel. Once the appropriate documents were signed, the focus group questions started. The first five questions, as mentioned above were regarding definitions, with each member answering in order. Once they got to question six the panel began to feel more comfortable around each other and began to question and challenge other other's opinions. They also began sharing practical examples of anti-social behaviour online that they had seen. These were mainly in relation to Facebook.

From here, the focus group direction changed a little off course to discussing the issues with different generations as Facebook friends. The researcher originally tried to recover the direction of the focus group but shortly realised that this information was not something previously considered. The focus group finished with examples of anti-social, and particularly controversial, posts that the panel had been exposed to. At the end of the focus group the panel members were rewarded with \$20 Westfield Riccarton Mall Vouchers for their time. After signing the appropriate paperwork they were then reassured that they could receive a copy of these results.

3.6.3 Data Processing and Analysis

The data gathered with the focus group was coded and the content themed to create coherent and theoretically relevant concepts in the same way that the content analysis coding process was undertaken. Rabiee (2004) suggested there are five key stages for the successful analysis of a focus group. The first is familiarisation, which they suggest can include re-listening to the interview or re-reading the transcripts. To represent this, the transcripts were re-read four times. The transcribed focus group transcription can be found in Appendix Five, p. 171. Next, it was proposed that the researcher needed to develop a thematic framework. For this study the conceptual coding process was adopted, as described in Chapter Three. This is the same method used for the content analysis (Powell and Single, 1996). Next the researcher must index the data and make comparisons within the data. To complete this phase, contrasting responses from participants were colour coded and highlighted. This was also done in pencil notes during the focus group. The charting stage of the analysis was next. Quotes matching the findings of the content analysis were placed together and other key interesting findings were placed into another chart. Findings that corresponded with the four key forms of attention seeking behaviour were highlighted in different colours and put into a table. The transcript was then examined a second time to source quotes which represented the sub themes and drivers that were found in the content analysis. Then on the third time through the data, practical examples of anti-social behaviour online were highlighted and placed onto a separate document. Finally, the data was examined a fourth time to find any other interesting quotes which represented key findings from the focus group (Rabiee, 2004).

Once the patterns and connections from the focus group were developed, these were compared and contrasted with the content analysis. This complex process was also done free-hand, as conceptual coding software was not used for the focus group either. After grouping the themes, it was decided that the statements raised by the panel members in the focus group aligned nicely with the findings of the content analysis. The only key major differences were the input of generational differences and the practical examples both from the focus group. With this established, the key findings from the focus group will be explored next.

3.7 Ethical Considerations and Issues of Trustworthiness

This study was deemed to have minimal ethical concerns due to the unobtrusive nature of both the content analysis and the focus group. Furthermore, this study, or one similar, could be undertaken by the public which can be likened to the modern day term online ‘stalking’. A Maori consultation process was also undertaken through the University of Canterbury, with the approval of the leader of Maori research and the University of Canterbury Human Ethics Committee.

To ensure the trustworthiness of the data, multiple coding was used as well as multiple qualitative methods (Rauf et al., 2014). The researcher first began by coding results based off their own social norms and beliefs and recruited a focus group to help reduce researcher bias. According to DeVault (2016) trustworthiness consists of four components; credibility, transferability, dependability and confirmability. To ensure the credibility of the data, a focus group was used to represent the observational aspect of trustworthiness. While there is the generalisation aspect of transferability, this is often limited in qualitative research, which is represented in this study. In regards to reliability, the researcher used a separate method of a focus group to validate the data through a panel of social media experts who offer different opinions, experiences, social norms and perspectives. DeVault (2016) further suggests that qualitative researchers often don’t use dependability if credibility is already shown in their method. Together with the focus group, the researcher has established a set of validated findings surrounding anti-social behaviour online. Represented through four key themes, the findings across chapters three and four were discussed before achieving a final consensus which will be available and described in Chapter Five, the discussion. Furthermore, the data analysis has been thoroughly conducted, includes evidence of existing

literature, is innovative, realistic and pays important attention to the differing connections between the online and offline world (Kozinets, 2010).

3.8 Chapter Summary

This chapter began with an explanation of the key research question and supporting sub-research questions that this research will answer. After a justification for utilising a qualitative rather than a quantitative approach, an overview in the form of a table (Table 1) briefly explained the two research methods utilised in this study before an explanation of utilising a content analysis. Next, the process utilised in order to collect the data was described. The chapter then went described the focus group process in the same way. In the next chapter, Chapter Four, there is a cohesive summary of the key emerging results from both the content analysis and the focus group. These will be supported by practical figures and examples.

4. Findings: Content Analysis and Focus Group

4.1 Introduction

This chapter will begin by explaining the open and conceptual coding processes before suggesting four key examples of posts derived from the content analysis. Evident in the table below, Table 3, are some of the most important and recurring codes that emerged from the data. Next, this chapter discusses the first major finding, attention seeking and suggests that there is more than one way to achieve this. From here, there are two tables, Table 4 and Table 5 which summarise the key findings from both methods separately. The four key forms of anti-social behaviour online that emerged are described in reference to Table 4 and Table 5 before the four key individual factors that the researcher suggests are some of the largest contributors to anti-social behaviour online are explained.

4.2 Open Coding Table Explanation


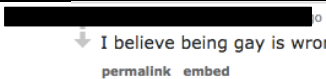
This research began by thematising codes from the content analysis before subjecting the focus group panel to these concepts. It was immediately clear from the first free-coding process that a vast majority of posts were deemed ‘attention seeking’ which was developed from the pre-established criteria of the language, tone, content, execution, length and overall impression of the post. However, there was also evidence of different forms of attention seeking, suggesting that there are different methods to achieve the same outcome. After using the second coding process, conceptual coding, the researcher began to establish four key forms that represented the types of posts that exhibited anti-social behaviour online through attention seeking, that were believed to best represent the consumers studied. After establishing this, these forms were taken to the focus group to decipher the panel’s opinions on these four forms as well as attaining practical examples that they have witnessed.

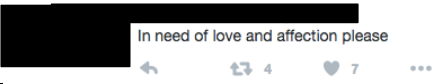
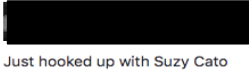
The below table, Table 3, shows some of the most important first style, open codes that were then thematised into concepts and then forms of anti-social behaviour online. The table also includes four examples, also one from each SNS. The table columns represent codes that were found on the three SNSs separately. The table rows represent codes that were assigned in the free coding process to the three examples. To explain example 1, it can be

said that this post was first coded as controversial, humorous and insensitive. The rationale for these codes included that the topic choice of 9/11 and accusing a New Zealand mayor of being a part of it is controversial in that it is a very sensitive topic. However, with a little further thought, it was decided that this was perhaps purposeful humour or a Facebook frape from a friend. A frape can be referred to as when another person accesses a consumer's SNS and posts a status update without their permission or knowledge (The Collins Dictionary. 2016). This therefore means that the consumer's friends and followers are expected to grasp this. However, as the researcher was unable to fully understand the motivations of the OP in the table, it was concluded that this is still an example of anti-social behaviour online. Example 2, 3 and 4 in the table can be interpreted in the same manner by reading the three codes in the row which is beside the example.

4.2.1 Conceptual Coding Process

Table 3: Overview of Conceptual Codes

Twitter	Facebook	Reddit	Example
Controversial	Pure humour – appears a purposeful frape	Insensitive	 9/11 was done by Tim Shadbolt
Break up	Attention seeking	Stereotyping	Example 1: Facebook, has the shared codes evident from the other two SNS, controversial, humour and insensitivity.
Slut-shaming	Name-calling	Uninhibited	
Harmful	Sexual	Exhibitionism	
Petty	Unnecessary	Rude	
Embarrassing	Shaming	Hateful	
Sexual orientation	Sorrow	Forceful	
Privacy	Hurtful	Mean	
Unnecessary	Name-shaming	Generalisation	
Old-fashioned	Sexual orientation	Personal opinion	 I believe being gay is wrong.
Religion	Female hormone issues	Culturally insensitive	Example 2: Reddit, has the shared codes evident from the other two SNS, old-fashioned, sexual orientation and personal opinion.
Co-workers	Indirect 'dig'	Demographic	
Hateful	Alcoholism	Conclusions	
Abusive	Photo sharing	Religion	
Racist	Hateful	Sexual orientation	
Swearing	Meme	Old-fashioned	
Aggression	Selfie	Topical	
Hypocritical	Family issues	Safety	
Family	Sexual encounters	Attention seeking	

Attention seeking	Unhappiness	Confidence	
Death threats	Break-ups	Uncomfortable	 <p>Example 3: Twitter, has the shared codes evident from the other two SNS, attention seeking, unhappiness and confidence.</p>
Personal opinion	Confidence	Controversial	
Hateful language	Depression	Confidence	
Memes	Racist	Unnecessary	
Weight	Deadbeat	Unhappy	
Anxiety	Frape (Hack)	Wanting a reaction	
Depression	Stereotyping	Up-voting	
Alcoholism	Wanting a reaction	Insensitive humour	
Unhappiness	Family issues	Anxiety	
Degrading	Exhibitionism	Looking for likes/response	
Karma	Purposeful	Old-fashioned	 <p>Example 4: Facebook, has shared the codes evident from the other two SNS, degrading, exhibitionism and looking for likes or a response.</p>
Name-calling	Aggression	Unacceptance	
Name-shaming	Internal conflict	Belittling	
Gold-digging	External conflict	Ridiculous	
Boredom	Rude	Disgusting	

4.3 Open Codes to Concept Codes to Themes

As touched on in chapter three, the methodology chapter, these themes were printed and laid out on the floor and connections were established. Once concepts from the open codes were developed, the four key forms of anti-social behaviour online evident in this research were created. This research proposes that a vast majority of anti-social content on SNSs is of an attention seeking nature, and it is believed that the consumers studied express attention seeking through four different types of posts: aggression, confrontation, controversy and humour. Although hundreds of codes were examined and many different themes and connections were recognised between the data in the content analysis, these prove the most important, interesting and relevant to the purpose of this research. These four key types of posts were then validated and built upon in the focus group before establishing the key findings surrounding anti-social behaviour online and attention seeking.

4.4 Attention Seeking

It was immediately clear from the first open coding process that a lot of the posts that were selected as representing anti-social behaviour online were also coded as attention seeking, or with different words with the same meaning. Therefore, one key theme that emerged was the need to share and validate posts of an anti-social nature because of the reality that the OP posted this content on a public forum. Due to a considerable amount of attention seeking literature referencing children and their behaviour difficulties, a specific criteria for the coding process was developed as follows;

Attention seeking can be used in an online context to describe SNS posts as behaviours that seek a response. This response can be in the form of approval, reassurance, validation, acceptance, disagreement and/or a rise from a person in a purposeful manner.

Posts were often coded with ‘attention seeking’ and another two, sometimes three supporting codes, which therefore prompted further thought to consider the different forms of anti-social behaviour online achieved through attention seeking. It was found that there are four key forms of attention seeking behaviour, which include aggressive behaviour, confrontational behaviour, controversial behaviour and humorous behaviour. A brief overview of these can be found below in Table 4 for the content analysis, and Table 5 for the focus group. A more in-depth explanation will follow.

Table 4: Content Analysis Key Findings

Attention Seeking

Anti-social behaviour consumers search for attention through four key forms; aggression, confrontation, controversy and humour.

<i>Forms and Types of Posts</i>	AGGRESSIVE	CONFRONTATIONAL	CONTROVERSIAL	HUMOROUS
<i>Sub Themes</i>				
EXECUTION				
Use of Pronouns	<ul style="list-style-type: none"> • For example: I, me, he/she • Self-deprecation 	<ul style="list-style-type: none"> • For example: They, him/her • Direct and indirect confrontation. Use of names, and/or “ex-boy/girlfriend” – which friends would remember 	<ul style="list-style-type: none"> • Some use of pronouns, also direct generalisations, for example: “I hate all my work mates” • Self-deprecation 	<ul style="list-style-type: none"> • There were personal pronouns but also major generalisations, for example: “all fat people”, or “all black women ”
Grammar	<ul style="list-style-type: none"> • Use of capital letters • Spelling mistakes • Often apostrophes were missing • Incorrect use of a word, for example: ‘their’, ‘there’ and ‘they’re’ • Swearing and racism were common 	<ul style="list-style-type: none"> • Spelling mistakes were less frequent, with a lot of posts using near perfect grammar 	<ul style="list-style-type: none"> • There was spelling mistakes – however, spelling on Reddit was generally good 	<ul style="list-style-type: none"> • Spelling mistakes were very common, for example: ‘worrie’ instead of ‘worry’ • Using the number under eleven rather than spelling it correctly • Often were ‘frapes’ – or someone else had been logged on to a person’s account

Length	<ul style="list-style-type: none"> • Often short in length (1-2 lines) 	<ul style="list-style-type: none"> • Wide range of length (anywhere from 1-4 lines) 	<ul style="list-style-type: none"> • Were often slightly longer in length (3-4 lines, especially on Reddit) 	<ul style="list-style-type: none"> • Short in length (1-2 lines)
DRIVERS				
Anonymity	<ul style="list-style-type: none"> • Unlike predictions, anonymity didn't contribute as greatly to aggressive behaviour • There was a lot of aggression on Reddit (anonymous), but Facebook and Twitter were just as bad 	<ul style="list-style-type: none"> • Anonymity did not have a key relationship with confrontation • Direct confrontation was more evident on Twitter and Facebook (where a name must be shown) 	<ul style="list-style-type: none"> • 95% of topic choice on Reddit was coded as controversial • However, Twitter and Facebook did have some controversial posts, but they were less frequent 	
Trust	<ul style="list-style-type: none"> • It was found that every person whose post was assessed trusted the platform they posted on • People trusted their audience and felt they could express aggression – or they did not even consider that other friends/followers would read and judge • On Reddit, people were assured by the environment that they could post anonymously and that it was hard for them to be tracked 	<ul style="list-style-type: none"> • It was found that every person whose post was assessed trusted the platform they posted on • People trusted their audience and felt they could vent or confront another person in front of their other friends or followers– or they did not even consider that other friends/followers would read and judge • On Reddit, people were assured by the environment that they could post anonymously 	<ul style="list-style-type: none"> • It was found that every person whose post was assessed trusted the platform they posted on • People trusted their audience and felt a sense of comfort to post a controversial post – or they did not even consider that other friends/followers would read and judge • On Reddit, people were assured by the environment that they could post anonymously 	<ul style="list-style-type: none"> • It was found that every person whose post was assessed trusted the platform they posted on • People either trusted or did not consider their audience when deciding on their topic choice, for example: “Tim Shadbolt done 9/11” – or they did not even consider that other friends/followers would read and judge • O On Reddit, people were assured by the environment that they could post anonymously

		and that it was hard for them to be tracked	and that it was hard for them to be tracked	and that it was hard for them to be tracked
Sensitivity	<ul style="list-style-type: none"> • 95% of topics were coded as sensitive, or would be hard to talk about in person • Common aggressive topics included break-ups and rumours 	<ul style="list-style-type: none"> • 95% of topics were coded as sensitive, or would be hard to talk about in person • Common confrontational topics included ex-best friends and ex-partners 	<ul style="list-style-type: none"> • 95% of topics were coded as sensitive, or would be hard to talk about in person • Common controversial topics included national tragedies and fetishes 	<ul style="list-style-type: none"> • 95% of topics were coded as sensitive, or would be hard to talk about in person • Common humorous topics included embarrassing stories and obvious frapes
Validation	<ul style="list-style-type: none"> • I A lot of aggressive posts used rhetorical questions, possibly seeking a reaction, perhaps validation • People were possibly asking to be talked out of a situation 	<ul style="list-style-type: none"> • A lot of confrontational posts used rhetorical questions, possibly seeking a reaction, perhaps validation • Because their actions are confrontational, are they seeking acceptance from their friends and followers? 	<ul style="list-style-type: none"> • A lot of controversial posts used rhetorical questions, possibly seeking a reaction, perhaps validation • Because their actions are controversial, are they seeking acceptance from their friends and followers? 	<ul style="list-style-type: none"> • Some people may feel only their humour can be understood online – they feel more comfortable to open up • They are also seeking a reaction from friends and followers

Table 5: Focus Group Key Findings

Attention Seeking

Anti-social behaviour consumers search for attention through four key forms; aggression, confrontation, controversy and humour.

<i>Forms and Types of Posts</i>	AGGRESSIVE	CONFRONTATIONAL	CONTROVERSIAL	HUMOROUS
<i>Sub Themes</i>				
EXECUTION				
Use of Pronouns	<ul style="list-style-type: none"> • It can also be a cry for help • Self-deprecation 	<ul style="list-style-type: none"> • A cry for help, “poor me” type wording • People use confrontational behaviour to get their side of the story across 	<ul style="list-style-type: none"> • Self-deprecation • Makes us feel uncomfortable and awkward reading self-pity 	<ul style="list-style-type: none"> • Thriving off attention, focused solely on themselves
Grammar	<ul style="list-style-type: none"> • Use of capital letters • Spelling mistakes • Lots of exclamation marks 	<ul style="list-style-type: none"> • Spelling mistakes made experts think differently about a person • Can’t be taken seriously 	<ul style="list-style-type: none"> • Spelling mistakes made experts think differently about a person • Can’t be taken seriously • 	<ul style="list-style-type: none"> • Spelling mistakes and text language • Can overlook some spelling mistakes for pure humour
DRIVERS				
Anonymity	<ul style="list-style-type: none"> • They can be aggressive and nasty and do it because they know it’s harder to get caught 	<ul style="list-style-type: none"> • Talk about things people are thinking but don’t want to say • Lets people feel better about themselves 	<ul style="list-style-type: none"> • People have clicked on that it’s harder to be tracked • They think they won’t get caught for being nasty 	

	<ul style="list-style-type: none"> • Topics people are thinking but don't want to say 			
Trust	<ul style="list-style-type: none"> • People feel they can open up • Social media feels so out of the ordinary and make believe that people trust it 	<ul style="list-style-type: none"> • People confront others because they trust it's harder to get caught or have to have a proper interaction • People trust the social media site to let them act this way 	<ul style="list-style-type: none"> • We can live behind a computer screen and trust we can't be reached easily • Sense of naivety 	<ul style="list-style-type: none"> • We have to trust our friends and followers will interpret our posts as humorous • Often forgotten about in this sense
Sensitivity	<ul style="list-style-type: none"> • People express anger around sensitive topics • It's easier when you aren't looking someone in the eye 	<ul style="list-style-type: none"> • People confront others differently when there is social media available and the content is sensitive • Removal of face to face contact 	<ul style="list-style-type: none"> • People are more controversial with sensitive topics online than they would be in person • Removal of face to face contact 	<ul style="list-style-type: none"> • Humour can be sensitive to some people and not others • It can be hard to interpret if the content is sensitive
Validation	<ul style="list-style-type: none"> • Cry for help • Attention seeking • Want to confirm their feelings with others 	<ul style="list-style-type: none"> • Cry for help • Attention seeking • Want to confirm their feelings with others 	<ul style="list-style-type: none"> • Cry for help • Attention seeking • Want to confirm their feelings with others 	<ul style="list-style-type: none"> • Cry for help • Attention seeking • Want to confirm their feelings with others

Firstly, it was found that these anti-social posts were clearly attention seeking because they were posted to a public forum with a 'public' privacy setting. Further, it was found that posting on a public forum, in this instance a SNS, entices a reaction from other consumers who are subjected to it. It emerged that these consumers that were studied choose to post anti-socially on a SNS because they are seeking validation which doubles as attention in response to their post. Secondly, it was found that these posts are deemed attention seeking because they were almost always written in an open ended style. There was evidence of rhetoric questions being used in their unintended way and instead it emerged that consumers use rhetoric questions to actually seek support and a reaction to their anti-social behaviour. Figure 1 below is an example derived from the content analysis representing finding.



Figure 1: An Example of a Rhetoric Question on Twitter

It can be reasoned that this person is seeking validation for why this particular issue is still bothering them. It is believed that this post will encourage other consumers of the same SNS who may be a friend or follower to reach out offer this OP their desired attention. Aside from using rhetoric questions, it was also found that attention seeking is achieved through the execution of the post particularly with grammar and spelling, the interpreted tone, the topic choice and the overall impression. However, to gain a deeper understanding into the way these behaviours are manifested, and how these concepts occur in relation to aggressive behaviour, confrontational behaviour, controversial behaviour and humorous behaviour will be explained in due course.

4.5 Aggressive Behaviour

Aggressive behaviour emerged as a repetitive code in both the open coding and concept coding process. It was found from the content analysis that aggressive behaviour mainly stemmed from word choice. A clear example is the use of swearing in posts that lead to the post being associated with aggression and Figure 2 below represents an example of this.

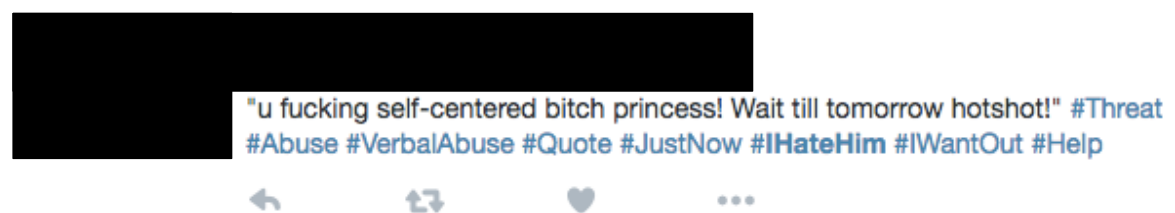


Figure 2: An example of Aggressive Behaviour on Twitter

It was found that the overall execution of the post contributed significantly to the understanding and interpretation of the post. The aspects that were considered for this included looking at personal pronouns and self-deprecation, whether there was the correct use of grammar and spelling of words in the post and if the length of the post was of importance to anti-social behaviour online. This OP has used the word “fucking”, which ultimately results in negative judgements and emotions for those who consume the post. This research found that grammar contributes to a consumer developing an image or understanding in their mind of how they perceive this particular person might be like in an offline context. Also common among aggressive behaviour included the frequent use of capital letters, text language and spelling mistakes, missing apostrophes from certain words and the incorrect use of a word, for example: ‘their’, ‘there’ and ‘they’re’. Most commonly, aggressive posts were shorter in length, with the vast majority being between one and two lines. Although short in length, OPs were still able to exercise aggression in very few words. Reddit was the only SNS used in the content analysis that allows for complete anonymity for their consumers. However, it was found that even though Twitter and Facebook command users to display their name (whether a pseudonym or a real name) and a supporting photo, consumers of these two SNSs were still just as likely as those on Reddit to exert aggressive behaviour.

Interestingly, these findings were confirmed when the focus group was undertaken. Some of the responses from participants included, *“aggressive online is like people swearing at each other or people bullying each other, kind of like put downs, and writing in capital letters”* from participant one, *“keyboard warriors... they might have more confidence to say stuff over Facebook”* from participant two, *“using lots of exclamation marks”* from participant four, *“like trolling people and like saying stuff you might not believe yourself but saying it because you know it might rouse people up and cause arguing and fighting”* from participant six, and *“putting people down to make yourself feel better and using the computer as an in between thing... because you’re not as accountable”* from participant seven. It was found that the panel did possess a useful understanding of the different forms of aggressive behaviour that occur online and offered examples that were not considered or discovered in the content analysis. The panel also likened aggressive behaviour to *“putting other people down to make yourself feel better”* from participant seven. This therefore suggests the use of personal pronouns is commonly used to put others down as well as trying to *“rouse people up and cause arguing”* from participant six. Participant seven further suggested that this type of behaviour is *“easier”* because *“you’ve got the computer screen”* protecting yourself.

4.6 Confrontational Behaviour

It was clear from the beginning of the content analysis that there were two types of confrontation that emerged: internal and external. Internal confrontation was represented by posts that expressed an internal conflict with oneself. In contrast, external confrontation was used when a consumer directed a post specifically at someone else in regards to a conflict. Confrontational behaviour was often paired with aggressive behaviour but appeared less frequently than aggressive behaviour. The use of personal pronouns was also very evident in confrontational behaviour. In regards to internal conflict, personal pronouns were very frequent. They commonly included “I”. Figure 3 below is an example of internal confrontation.



Figure 3: An Example of Internal Confrontation on Twitter

By contrast, external confrontation used personal pronouns which included other people, for example “he”, “she”, and “they”. An example of external confrontation is represented in Figure 4 below.



Figure 4: An Example of External Confrontation on Twitter

These two figures are both examples of confrontation, but represent the two different forms that emerged from the consumers in this research. They also represent that there are two different types of personal pronouns that can be used to describe confrontational behaviour. In the two figures shown above, the grammar and spelling are executed well. Surprisingly, this research found that spelling mistakes were a lot less frequent amongst posts coded as confrontational. The length varied more in relation to confrontational posts. Although both figures above are posts consisting of two lines, it was noted that confrontation sometimes took place over one to four lines. A noticeable issue here was that Twitter only allows for 140 characters but posts on Facebook and Reddit were sometimes longer in length. It was clear that length also contributed to the emotional impact of the post.

In regards to the focus group, this form of attention seeking proved harder for the researcher to describe and for the panel to understand. But it was found that the panel defined confrontational behaviour online as “*a weaker option for people so that they don’t have to confront them themselves*” from participant four. Participant one suggested “*people just love to get their opinions out*” suggesting the use of personal pronouns in confrontational behaviour. Participant one continued on to state an example “*there are all those sites like Otago flatting good and stuff where people just love to get their opinions out... it’s like people just sit there and wait... until they can get their mits out and their keyboard warrior going*”. Another example from participant six “*on like Vic Deals the other day, this girl made a post like ‘help I’ve just moved to Wellington and I need a new flat because my friends found another placing without telling me’ and made it sound like really like dramatic and then the friend ended up commenting like ‘what the hell we just talked about this 20 minutes ago and sorted it out in person’. So she pretended to be all good to her face then confronted her online for everyone else to see*”. The panel raised the importance of grammar when trying to be taken seriously. A specific example from participant seven was “*I definitely think lower of a person when they use the word ‘youse/use’ when saying ‘you’*”. Participant two also suggested that “*you can tell what type of person they are by the way they write*”.

4.7 Controversial Behaviour

Controversial behaviour is behaviour that is subject to public disagreement in regards to mental and emotional well-being. Since social media is online, it does not consider the physical controversy that can be caused from controversy. To be considered controversial, it was found that this was in regards to the topic choice and matter. Controversial behaviour appeared less frequently than aggressive behaviour and more frequently than confrontational behaviour. It was also found that controversial behaviour was most commonly present on Reddit. Further, there was less use of personal pronouns in regards to controversial behaviour. Hence, as explained earlier, Reddit was found to have more generalisations rather than direct confrontations of conflict. Therefore, personal pronouns were not as common as in aggressive and confrontational posts. An example of a controversial generalisation is represented in Figure 5 below.

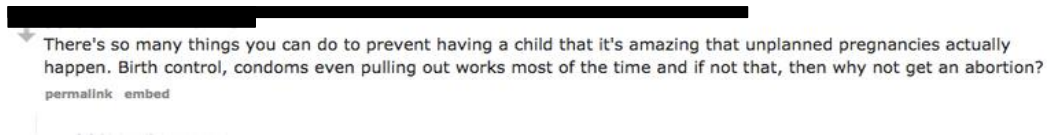


Figure 5: An Example of a Controversial Generalisation on Reddit

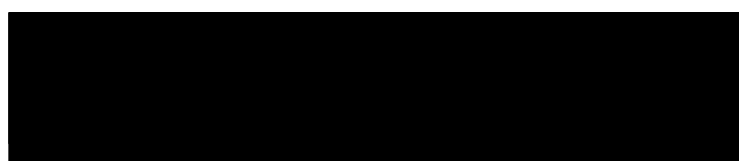
It is evident from Figure 5 above, that this consumer is aiming their controversy to anybody who has an unplanned pregnancy. Therefore, they are generalising a community and acting controversially toward all who would fit this category. It was found that there were spelling mistakes across all three SNSs. However interestingly, it was found that Reddit endured the best spelling and overall execution of all three SNSs. Common spelling errors included missing apostrophes and the wrong use of a word, for example, 'there', 'their' and 'they're'. However, no interesting findings emerged between controversy and grammar. Since controversy was most evident on Reddit, the length of posts on Reddit was a lot longer than Facebook and Twitter. Reddit saw posts that were definitely topping the imposed limit of four lines, suggesting that by being given the opportunity to explain yourself in more detail, maybe you can do more harm. The common length of controversial Twitter and Facebook posts were one to two lines.

When the focus group reached this part of the discussion, participants had loosened up and were beginning to question and disagree with each other's statements. This generated more of a discussion than previous questions. It was immediately clear that the panel had a lot of thoughts and feelings on controversial behaviour and it seemed easier for them to talk about than previous forms of attention seeking and anti-social behaviour online. Overall, the panel had a great understanding of controversial behaviour, including talking about "*taboo*" topics from participant six and a lot of practical examples. To represent how personal pronouns are used when exerting controversial behaviour, participant six stated "*people who post like really radical political views and things like that like really taboo topics like things like abortion and they're really opinionated and extreme about it*". Therefore, it was found that controversial behaviour is represented by self-opinion suggesting the use of personal pronouns in controversial behaviour is widespread. The issue of grammar also caused great debate for the panel. Although, they all agreed that for a

controversial post to be taken seriously, correct grammar and spelling was absolutely crucial. This was represented by participant six who stated “*I think its worse when they’re trying to make some status... and it’s awful and just looks way worse*”. Participant one also suggested that “*I think if you want to be taken seriously execution is so important, depends on what they’re asking like if they’re trying to make a serious point no one is going to take them seriously if they’re writing like a retard and using text language*”.

4.8 Humorous Behaviour

It became clear that there was a fourth, but significantly different form of attention seeking present in the content analysis. Humour emerged, and refers to posts that are intended to create laughter and evoke happy emotions. However, as always an issue with any online content, the interpretation, especially of humour, is a significant issue for other friends and followers. This misinterpretation can have catastrophic consequences, often unbeknownst to the OP. Humour was by far the least frequent form of anti-social behaviour online in regards to number of codes, but it was found as a form of attention seeking and also offers a different side to attention seeking. Personal pronouns were commonly used, however, posts were often generalisations and not specifically targeting one person. Figure 6 is an example from the content analysis which represents humorous anti-social behaviour online.



Sucks for the people in Glorivale they can't watch the highlanders this weekend lol

Figure 6: An Example of Humorous Behaviour on Facebook

It is obvious from Figure 6 above that this is purposeful humour. It was found that this purposeful humour often had grammatical errors. For example, the post should start with the word “it”. Also, by adding the “lol” at the end, it is indicating the humour and sarcastic nature of the post. It was also found that spelling mistakes were very often occurring, an example drawn from the content analysis “worrie” instead of “worry” and using the number under eleven rather than spelling the word. It was found that these purposely humorous posts were typically shorter in nature. It was vastly common for these to be only one line in length. This was evident across all three SNSs, and no interesting findings emerged in regards to length and humour.

Similarly to the content analysis, pure humour was the stand out differing form of attention seeking from the three that were previously explained. The focus group and participants guided the conversation here more than previous questions and were particularly interested in talking about differing generations online and their interpretation of humour. The panel also suggested that constant humorous Facebook posts allowed consumers to become “*addicted to likes*”. The panel suggested that they passed less judgement on grammar and spelling because it was pure humour. However, one contrasting finding raised by participant five was that “*you’ll say something on Facebook and someone can read it a completely different way, like not how you wanted it to be read*”. Participant seven then added that “*what might be funny to someone might not be funny to someone else*”. This then prompted the focus group to turn towards different generations and their interpretation of humour. However, there were other common contributing factors to these forms which were found to be individual factors. These individual factors include anonymity, two types of trust: trust with other consumers and trust with the SNS itself, sensitivity and validation.

4.9 Anonymity

It was originally predicted that Reddit would return strikingly different results than Twitter and Facebook, so it was thought anonymity would be crucial to include in this analysis. However, no distinct differences in the types of anti-social behaviour online studied were found. Reddit was the only SNS that was used in the content analysis that allowed for complete anonymity with their account settings. However, people were still just as likely as Reddit to exert aggressive behaviour toward others. There appeared no key association between anonymity and confrontation on any of the three SNSs. This was because of the frequent use of personal pronouns allowing the audience to see that the post had a direct intended intention. On Reddit, since it allows anonymity, confrontation was used in regards to generalisations, in that these people were confronting major conflicts that they have with a group of people rather than individuals or smaller communities. Figure 7 shows how one person is directly confronting the whole of New Zealand.

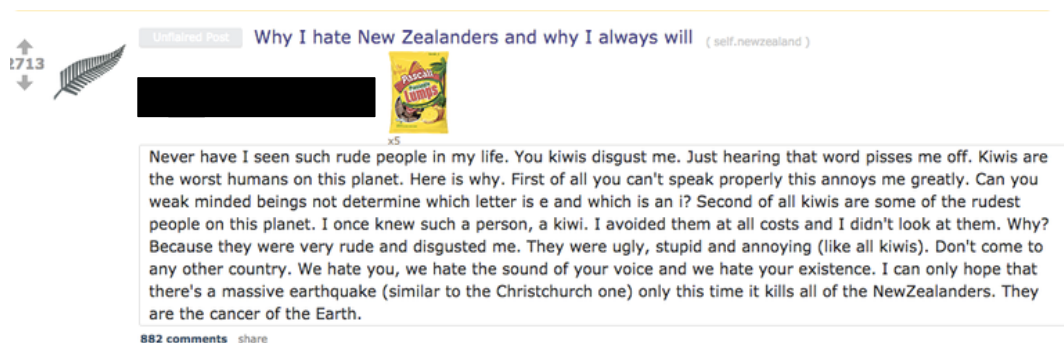


Figure 7: An Example of External Confrontation on Reddit

It was found that by having a username and supporting photo, people were more likely to confront people that they knew while the direct opposite was the case for Reddit. In contrast, it was found that anonymity and controversial behaviour had a noteworthy relationship. This is because almost every single post on Reddit could be placed on a controversy scale. There was both mild and extreme controversy but it was found that controversy occurred more, and more brutally, when the person can be anonymous. There were definitely controversial topics within Twitter and Facebook

posts but they were a lot less frequent and less extreme. In this research, it was found that anonymity did not seem to play a big role with humour.

The panel expressed the recognisable answers for motivations behind anonymous posting. The panel suggested that people can be aggressive and nasty online because they are aware that it is harder to get caught through having a computer screen separating two people or two groups. Participant one also suggested that *“a lot of the time, they might say things that a lot of people are thinking but no one has the guts to say it, or admit to thinking it”*. It was found that confronting someone or something online made a person feel better about themselves because there wasn't the anxiety of doing it to their face. The panel suggested that they believed people were fully aware of how to remain anonymous and how to not be easily tracked, with participant seven even suggesting *“having terrible grammar isn't a big deal”*. No important relationships were established between anonymity and humour.

4.10 Trust

4.10.1 Trust Developed With Other Consumers

The research showed that consumers on Twitter and Facebook trusted their friends and followers who would be directly exposed to these aggressive posts. However, people on Reddit were assured by the environment that they could post anonymously with little to no direct way to be contacted. In order to confront either directly or indirectly, it was found that a consumer must have developed a sense of trust in order to feel comfortable enough to write the post. This consumer must also consider how the message would be interpreted by the rest of their friends and followers, but it was also found that perhaps some OPs didn't consider how others would feel reading the content. Arguably, trust was one of the biggest issues when posting humorous content. The consumers in the study who executed both anti-social, however, humorous behaviour had to trust that their audiences would interpret the humour the way it was intended. If not, there was always room for conflict. It was also found that a vast majority of purely humorous content was often a 'frape'.

Often the people who posted humorous content on Reddit were less aware or concerned with the audience because they were anonymous and posting on a platform that condones that type of behaviour. This created great discussion among the panel. It was found that they did not trust all of their friends and followers to correctly understand and interpret their humour. A very common statement from participants two, four and five was “*they just don’t get it*” in regards to their parents commenting on their Facebook activity. Participant five further suggested that it is because “*we have been brought up differently*” and that technology has played a big role in who and how we trust online. It was also found that our generation has more trust in online friends and that the older generation are more trusting of traditional methods of communication.

4.10.2 Trust Developed With Their Chosen SNS

It was found that OPs had expressed and developed a form of trust with the particular SNS. It was evident that consumers of Reddit were aware that they were completely anonymised and developed a trusting relationship with the platform. This is shown by users posting controversial opinions that would not be socially acceptable to even talk about in person. Some of the most controversial topics included ‘killing all obese people to stop them from reproducing’ and ‘reintroducing slavery’. The panel, interestingly, likened the online world to “*out of the ordinary*” from participant three and “*make believe*” from participant four suggesting that that is why some people are so trusting of SNS. It was also found that people had invested a ‘trusting’ relationship with the environment which allowed them to carry out confrontation. The panel also suggested that people can be more controversial online because we trust we cannot be reached as easily.

4.11 Validation

It appeared evident that aggressive posts assessed from the content analysis had the OPs seeking validation for their thoughts, feelings, emotions and behaviours. Although this research does not consider the comments from friends and followers on a post, it was found that a lot of the posts were written in a way that they wanted confirmation and validation of their beliefs. Posts often used a rhetoric question which was touched on above. However, it was found that these aggressive posts were seeking a response in the form of validation for the OPs behaviour. In regards to internal confrontation, it was found that consumers were using rhetoric questions for their non-traditional intention, and were actually seeking a response, validation or comfort when expressing their internal issues. This was also evident in external confrontation. Rhetoric questions were also used and it was found that they were attempting to seek acceptance from their friends and followers to confirm their actions and beliefs, as often they were referring to a person with personal pronouns rather than their actual name. Similarly to aggression and confrontation, controversial posts were found to be seeking validation or a response from friends and followers. Again, there were a lot of rhetoric questions, but there was also a lot of open ended statements that encouraged a response from others. It was obvious from the type of SNS that Reddit encourages its users to “up vote” and “down vote” the most controversial posts, but it was also found that the environment encouraged a response. Further, it was found that by posting online, a post is able to access, reach and be read by many more people than an in-person conversation, prompting the finding that SNSs are places for people to connect through shared humour.

Participant five suggested validation was used by aggressive and anti-social people “*to get people to agree with them*”. The study showed similar explanations for confrontational, controversial and humorous behaviour. Other specific examples that were mentioned included “*a cry for help*” also from participant five, and “*attention*” from participant three. Topics that were intended for a laugh but were sensitive in nature were better understood by the younger generation. The panel believed that the older generation do not understand the ‘fraping’ or “*funny birthday posts*” that people post are just for a genuine laugh.

4.12 Sensitivity

A widespread majority of topics, around 95% of aggressive codes, were also coded as “sensitive” in nature, meaning they were topics often difficult to bring up in person. Therefore, it was found that aggression was paired with sensitive topics because sometimes it was the only way that people could share their opinions and experiences. Some common aggressive, yet sensitive topics included abuse, break-ups from ex-partners and circulating rumours. Less frequent topics included abortion, sexual orientation and single-parent status. Also similarly to aggressive behaviour, around 90% of topics were coded as “sensitive”. It was also found that a vast majority of confrontational topics would be difficult to talk about in a face-to-face conversation, confirming that topic choice is a large contributor to carrying out confrontational behaviour online. It was immediately clear that an infinite majority of topics on Reddit were sensitive. Some of the more frequent and recurring topics included belittling and dismissing national tragedies, racism, weight issues, religion and issues with sex offenders. It also emerged that almost all topics on Reddit could not be easily discussed in a face-to-face conversation, partly due to their controversial nature but also differing opinions on these contentious matters. Since the frequency of humorous posts was lower, the ones that were assessed for the content analysis were sensitive in nature. For example, the figure regarding Gloriavale (Figure 6) above is sensitive. Although no one at Gloriavale will see the posts, there is the risk of someone with similar beliefs reading and misinterpreting the post. Another issue that was found here was the different generation’s use of SNS. It was found that generation ‘Y’ and younger are used to experiencing and seeing frapes from our friends. However, the older generations are not, and also have a different understanding of social media. Humour and sensitivity was a key finding in relation to different generations and their interpretations.

Similarly to aggressive behaviour, it was found that confrontation online occurs when topics are more sensitive. An example was raised by participant two who stated *“there was a boy who put up a status last week... he was meant to be looking after his child but he was ‘sick’, but he was like, but the mum said... he was just trying to get out of it and he wasn’t actually sick. So instead of talking to her about it he confronted her online”*. Participant two ended by saying that for her, it was

“uncomfortable to read” because of the sensitive nature of the topic. Arguably an interesting observation from participant two came in the quote *“I believe it is a social norm now”* when asked about posting sensitive topics such as death online. Although death is not controversial, this quote was mentioned between talking about controversial yet sensitive topics and it can also be applied to those topics too. Topics that were intended for a laugh but were sensitive in nature were better understood by the younger generation. The panel believed that the older generation do not understand the ‘fraping’ or *“funny birthday posts”* that people post are just for a genuine laugh.

A particularly interesting finding that emerged from the focus group was that posting content that would be difficult to talk about in person has become a *“social norm”*. This created great debate among the panel, with participants sharing examples. Some of these examples included that now people post these types of things online because it is *“easier”* and *“more convenient”* to just like or react to a post because *“it’s not like you send people a letter of congratulations anymore”* said participant five. It was found that Facebook was a site that people felt they could share content and it was easier for people to just respond on the post rather than using traditional forms of communication. This was raised again when the panel was talking about death. Participant six suggested *“the idea has been around for ages, like it used to be when people passed away you would read about it in the paper, so it’s (posting on Facebook) is just the modernised version of that”*. Participant one then suggested *“it sort of removes you as well, like people probably feel more comfortable because they are a bit more removed than if they were in a group announcing it”*.

4.13 Chapter Summary

This chapter has explained the findings that have risen from both the content analysis and the supporting focus group. The chapter began by explaining attention seeking behaviour before presenting the form key forms that it is manifested in that the researcher believes best represents the consumers that studied. Following this, the four key supporting individual factors that appeared as crucial contributors to behaving in an anti-social manner were explained. In the next chapter, there is a discussion where possible explanations for why these behaviours are occurring online is provided.

5. Discussion

5.1 Introduction

This discussion focuses on how these three themes of self-esteem, attention seeking behaviour and anti-social behaviour online interrelate and how they manifest themselves from a consumer behaviour perspective. Further, this discussion will contest how these themes are relevant in creating a cyclical pattern where attention, positive or negative, lead to heightened self-esteem but also how by removing one of the themes, it can reduce the prevalence of consumers of SNS exhibiting such behaviour. Figure 9 below shows the conceptualisation of the data collected in this study. As presented in the findings section there are four key differences in the methods that the consumers of SNS examined in this research utilise to gain the attention of others. This discussion explains how and suggests possible explanations for why these forms are manifested and deciphers why receiving attention has such a substantive impact on a consumer's life. This discussion concludes with possible ways to break this cyclical issue, to ensure the safest possible social media engagements for the younger generation and the managerial, theoretical and policy implications.

The main aim of this research was to discover the manifestations and forms of anti-social behaviour that appear online across three prominent SNSs, Twitter, Facebook and Reddit. Specifically, this research was concerned with offering practical examples of anti-social behaviour online to help explain how these behaviours are manifested. Further, this research sought the understanding of an expert panel of social media consumers' intellect of the types of anti-social behaviour online that are prevalent. Additionally, this research wanted to achieve and project possible explanations for why consumers behave this way online, before examining practical examples from a local environment as suggested by the focus group panel. These research and sub-research questions form the basis of the discussion that follows.

In the previous section the key findings from the content analysis and focus group were outlined. It was found that the observed behaviour is complex and needs further investigation, but the researcher has offered an initial explanation for these behaviours through this exploratory research. The findings show a number of interesting themes; however three themes appear central to the behaviour under investigation. That is, in order to understand anti-social behaviour online there must be an understanding of its relationship with both the self-esteem and the attention seeking drivers associated with consumers of SNS. It is proposed that anti-social behaviour online is not simply driven by boredom, ease of access and inattentiveness to the consequences of the behaviour, as suggested by Buckels et al., (2014) and Carpenter, (2011), but rather there exists a conscious desire for attention and, as a consequence, a bolstering of self-esteem. This bolstering of self-esteem as a result of the attention received encourages further anti-social behaviour online, consequently driving some consumers of SNS to continue to act in a negative manner when engaging with others online. This initial explanation does not discuss the complexity of other subthemes outlined in the findings, which is shown in Figure 8. Therefore, this figure summarises the key findings uncovered from both the content analysis and focus group.

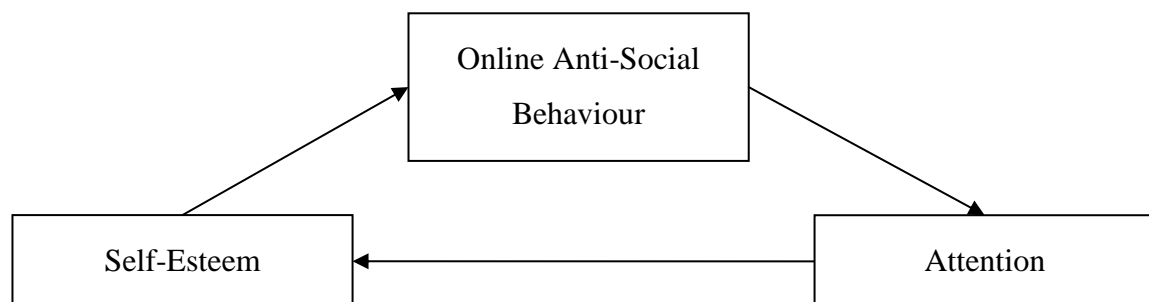
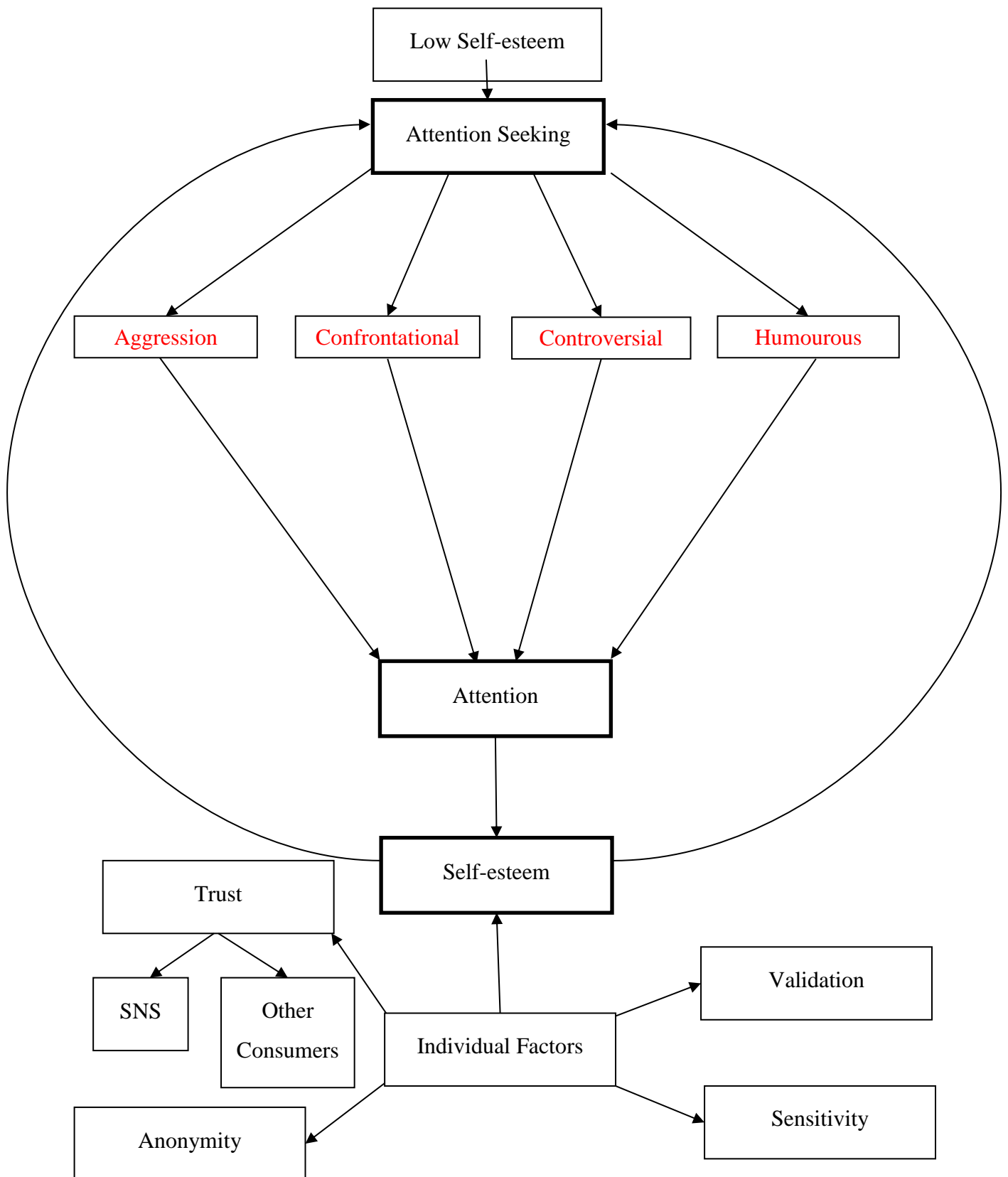


Figure 8: Interplay of Factors Influencing Online Anti-Social Behaviour

In its simplest form, these three factors represent the cycle of attention seeking that the consumers of SNSs that were studied often find themselves immersed in. Although a model of constant circulation, the figure can be explained by beginning at the top with the type of anti-social behaviour online that the consumer is doing. As found in the results of the content analysis and the focus group, it is clear that some

consumers act anti-socially online in order to achieve attention. A possible explanation for this type of behaviour could include that these consumers are in search of validation for their thoughts, feelings or emotions; that they are attempting to create connections and friendships through non-traditional methods of communication, perhaps because of social anxiety; and, that consumers are feeling lonely and unhappy with themselves or with others (Kulraj, 2015; Lee et al., 2015). Therefore, it was found that receiving any form of attention, whether positive or negative, leads to bolstered self-esteem for the OP. This strengthening of self-esteem is represented through communication from other consumers as they responded to the OP's content. These OPs often felt a sense of connection with their friends or followers and, the OPs experienced more positive emotions when gaining a reaction to their original anti-social post. Finally, the bolstering of self-esteem associated with the attention the consumer received became a powerful driver to seek that same attention again. As a result, the use of anti-social behaviour online becomes a cyclical pattern where attention, good or bad, leads to heightened self-esteem, which in turn drives greater anti-social behaviour.

Anti-Social Behaviour Online Model



Note: Concepts written in red represent the forms anti-social behaviour online

Figure 9: Anti-Social Behaviour Online Model

5.2 Explanation of the Anti-Social Behaviour Online Model

It can be reasoned from the consumers studied in this research that the initial motivation for attention seeking online stems from this consumer experiencing low, or lowering levels of self-esteem. Therefore, it is believed that a lower self-esteem is a key influencer contributing to those deciding to engage in anti-social behaviour online (Donnellan, Trzesniewski, Robins, Moffitt & Caspi, 2005). However, it is proposed that a key underlying incentive for anti-social behaviour is in fact attention seeking. This research found that the consumers in this research exerted anti-social behaviour online through four key types of posts, these posts included behaviour of an aggressive, confrontational, controversial and humorous nature. It is further suggested that these posts were intended to seek a response in the form of positive or negative attention from other consumers exposed to the content, which in turn, bolstered the self-esteem of the OP. However, this research shows evidence of four key contributing individual factors that are believed to influence undertaking anti-social behaviour online initially. It was found that trust, anonymity, validation and sensitivity of the content all contributed in varying degrees to the consumer (Kavianpour, Ismail & Mohtasebi, 2011; Lee et al., 2015; Raymer, 2015; Zimmermann, 2012). The discussion that follows expands upon these themes, types of posts and individual factors, all of which were found to contribute to the anti-social behaviour online committed by the consumers studied.

5.2.1 Self-Esteem

Weidman et al., (2012) suggest that the internet is especially beneficial for consumers who feel a sense of discomfort when dealing with face-to-face interactions. Engaging in social media is said to reduce this social anxiety, but has the potential to result in a poorer well-being (Weidman et al., 2012). This research found evidence of similar occurrences from the consumers that were studied, and it emerged that a lower self-esteem prompted some of these consumers to engage in their SNS in an anti-social manner (Donnellan et al., 2005). Buckels et al., (2014) suggest that those consumers who most commonly behave in an anti-social manner are often heavy users of their chosen SNS, which they suggest stems from boredom or purely for entertainment purposes. Although it was not clear from the findings of this

research, one study by Andreassen et al., (2016) likened a typical heavy consumer of social media as a single woman, with a lower level income and a lower level of self-esteem. This research could not accurately access the ages of the consumers studied in the content analysis, and therefore will not consider age as a factor in this analysis. However, from this research, it is proposed that consumers commit to a SNS to bolster their self-esteem, with one possible explanation being that they feel more comfortable in an environment that removes social cues and face-to-face contact.

5.2.2 Attention Seeking

One explanation for the types of posts observed is that a consumer with low self-esteem tends to engage with SNSs to receive attention, in either a positive or negative form. It was also found that there were four key types of posts that consumers that were studied utilised to achieve this attention. Evidence emerged to suggest that these anti-social consumers communicate in a way that draws attention to themselves (DeWall, Buffardi, Bonser & Campbell, 2011). It was found that the consumers studied in this research seek out attention through a sense of openness with their audience (Gosling, Augustine, Vazire, Holtzman & Gaddis, 2011). Therefore, it was found that this openness was associated with anti-social behaviour online, often written in posts that would not be socially acceptable in an offline context. This finding answers the first of the research questions in this study and it is suggested that attention seeking is closely related to the behaviour observed and that it helps explain the motivations behind anti-social behaviour online.

5.2.3 Aggressive Behaviour

The first type of post that this research found vast evidence of was posts that were written in an aggressive way or exerted aggressive mechanisms. It was found that aggressive behaviour manifested itself through the use of personal pronouns, bad spelling and grammar, an essence of self-deprecation and the use of swear words. It is suggested that these types of posts are presented through a consumer of a SNS who exhibits lower levels of self-esteem and is choosing to express their opinions on a topic through adopting aggressive and anti-social mechanisms (Blair, 2001). It was mentioned in the focus group panel that they believed these consumers of SNSs who

express aggressive behaviour could possibly be doing so because of an underlying unhappiness within themselves. Therefore, this unhappiness appears to have led to a disregard for following socially accepted social norms online and has instead led to the consumer of the SNS opening up and behaving aggressively because they are unable to visually see the reactions of other consumers (Bernstein, 2012). Perhaps these people feel that they can express their 'true self', quite possibly a different 'self' than the OP's friends, family and acquaintances are used to seeing. Brunskill (2013) likens this type of behaviour to 'social avatars' which is when a consumer of a SNS chooses to facilitate a different or more desirable version of themselves online. Further, a possible explanation for why these consumers engage in social avatar type behaviour may include a sense of non-acceptance offline, resulting in a lower self-esteem and a greater desire to share it online.

Throughout the literature, entertainment, leisure, support and connection were the four reoccurring factors associated with social media consumption (Dahl et al., 2016; Hassouneh & Brengman, 2013; Jaafar et al., 2014; Stavrositu & Sundar, 2012). As previously mentioned in the literature review, social media has become an important part of some consumers' everyday lives. However, not all consumers express a happy and socially accepted presence online and it is here that the issue of consumer misbehaviour arises. It was found that aggressive behaviour is a form of consumer misbehaviour as consumers are behaving in an anti-social way and it acts as a similarity to for example, shoplifting, in an offline context. Although an under-researched form of consumer behaviour, consumer misbehaviour is an important concept that needs further investigation.

A further explanation for these typical heavy users who exercise aggression requires a deeper understanding of their personality. Literature on the issue suggests that these consumers of SNSs can often be narcissistic (Bolton et al., 2013). Golbeck (2016) suggests that narcissists resort to anti-social behaviour online to gain attention because they feel they are a 'victim' and or that their important information is being withheld from others around them. Golbeck (2016) further suggests that this is achieved through negative and aggressive language and emotions, which is

represented through the excessive swearing and grammatical errors in the posts that were utilised in this research.

Another key finding of aggressive behaviour was that it was entirely purposeful (Abrantes, 2014; Ybarra & Mitchell, 2004). It can be said that aggressive behaviour is not an accident and it can be concluded that these consumers of SNSs are fully aware of their behaviour (Been, 2016). They have an awareness that their behaviour will attract attention and reaction from other consumers of the SNS that they post on and in return, they are receiving the attention that they began the anti-social behaviour online process for. A possible explanation for this includes that the consumers studied as a part of this research are aware of the ways to exert anti-social behaviour online in order to achieve attention, because as previously mentioned, it is a cyclical process that proves difficult to break for some consumers. Therefore, the second type of post that was particularly, but less frequently, evident in the posts examined for this research was confrontational posts. Aggressive behaviour emerged as the first key form that anti-social behaviour was manifested through, which answers the first research question of this research regarding anti-social behaviour manifestations online.

5.2.4 Confrontational Behaviour

As previously mentioned, the forms of attention seeking are often intertwined. Attention seeking behaviour also manifested itself through confrontation on SNSs. The characteristics of this also included the use of personal pronouns and self-deprecation, however, overall the OP paid considerably close attention to spelling and grammar. Confrontation was mainly expressed through word choice. It was found that confrontation can be through a consumer posting anti-social content about themselves or a personal issue, or through an anti-social post that is clearly directed at another person, group or situation.

A specific example raised in the focus group was that the panel believed that a lot of bullying occurs online. Patchin and Hinduja (2010) and Grace et al., (2015) all suggest that cyberbullying can lead to a lower self-esteem. Therefore, a possible explanation for why a consumer of a SNS feels they can express confrontational behaviour online could be that they feel safer through the elimination of face-to-face contact and the associated social anxiety which may have developed from previous bullying instances (Alvidrez et al., 2014; Donnellan et al., 2005). However, there is also the issue of how the message is received due to the removal of facial expressions and tone, which also removes a sense of emotion from the confrontation too (Wu, Wei, Lin & Lee, 2013). A possible explanation for consumers who engage in this type of behaviour is that the elimination of traditional communication, in the form of face-to-face contact, means there is a lessened chance of having to follow-through in actions that reflect their words (Whitson, 2015). This lessened chance of follow-through could emerge from a lower self-esteem, suggesting that one of the main motivations found in this research regarding behaving anti-socially online is because of the lower self-esteem associated with confronting an issue in an offline context. Moreau (2016), in reference to Facebook, suggested that often consumers are aware and make a conscience effort to keep up the best possible and desirable appearances of themselves on their SNS. However, a possible explanation for behaving confrontationally, whether internal or external, is not desirable or does not contribute to a 'good image' in the minds of other consumers. Therefore, it was found that some of the consumers studied were utilising this method to attract a response in either a positive or negative form from other consumers of the same SNS.

It was mentioned in the focus group that people often choose to confront their issues online to gain the support or validation of other consumers of the same SNS (Ganda, 2014). In reference to internal confrontation, consumers of a SNS may write posts that criticise their own person in regards to conflict that they are experiencing within. In an external confrontation example, consumers of a SNS may choose to post their negative emotions towards something or someone else to gain support and validation for the conflict they may be experiencing (Smith, Gavin & Sharp, 2015). These consumers of SNSs may seek this validation or support to perhaps confront rumours they may have heard. It can be said that this type of consumer misbehaviour

prompts consumers of SNSs to do this online to gain the support of a wider audience (Heirman & Walrave, 2008). When experiencing conflict, a possible explanation could be that these anti-social consumers often do not have close friends they could express their difficulties to. Therefore, it is suggested that these consumers broadcast their conflicts to gain attention from other consumers of the chosen SNS in which they receive either positive or negative attention, which still in turn, creates a sense of comfort or connection. Confrontational behaviour is also a form that anti-social behaviour manifests itself online through, which has emerged as a finding answering the first research question of this investigation.

5.2.5 Controversial Behaviour

Controversial behaviour was also found to be immensely common across social media and manifested itself purely through the content of the post. One of the first, and key findings of controversial behaviour was that the SNS itself allowed for the behaviour to take place. It can therefore be suggested that SNS allow the consumers that were studied to express controversial thoughts and feelings perhaps through offering a platform that prompts or encourages this anti-social behaviour (Rigling & Clarkson, 2016). A possible explanation for this is that although most SNSs are monitored and allow for consumers to 'report' anti-social or undesirable behaviour, this research suggests that the SNS seems to encourage and condone anti-social behaviour, specifically on Reddit (Rigling & Clarkson, 2016). It can be reasoned that because although consumers of the SNS are aware of the privacy and reporting procedures (Chiang, 2015) they are also aware that they can behave anti-socially because it is only another consumer who can report them. Further, consumers of the SNS are aware of the softly-bound expected behaviours on their chosen SNS and it was clear that some of the consumers that were studied abandoned these guidelines too.

A specific example mentioned in the focus group was where a panel member read controversial content on Facebook regarding prescription drugs and stated she felt she *couldn't* or *wouldn't* comment on this girl's post because they are not "good friends". Therefore, this research suggests that a possible explanation for recurring nature of controversial behaviour is because it appears to make some consumers feel anxious and uncomfortable (Reid & Stringer, 1997). Although this research is not considering the feelings and emotions of those who consume the anti-social content, this statement from the panel member suggests that those people who feel a sense of comfort around the OP are more likely to respond to the controversial content. One possible explanation for reacting to such anti-social and controversial content is that the consumer offering their attention must have developed a sense of emotional attachment to the post or to the OP (Kramer, Guillory and Hancock, 2014). This emotional attachment suggests that some of the consumers that have been studied utilise this attention to bolster their self-esteem, which offers another explanation of why anti-social behaviour online appears a cyclical process.

Further, a possible explanation for why people express controversial anti-social behaviour online is that they are perhaps seeking a connection to other like-minded people (Moritz & Pearl, 2009). Some controversial posts from the consumers examined in this research included radical and extreme views on religion and politics, which is another evident example of consumer misbehaviour online. Since the posts that were assessed for this research were set to 'public', it can be reasoned that these consumers could be employing a SNS to act as a medium to discover other similar consumers. A potential explanation for this could be that these consumers do not have the required social skills to go out and verbally communicate their radical or extreme views or that they are unaware of groups in their offline community that condone their beliefs (Alvidrez, et al., 2014). So in turn, they resort to expressing controversial beliefs online. Further, it is possible that they feel a sense of comfort to express these views online because they believe there are more people willing to agree with and accept these views (Hampton et al., 2014). Alongside beliefs and opinions, it is also suggested that the nature of the content significantly contributes to a post being controversial. OPs who intentionally post controversial content may be doing so to purposefully receive a rise from other consumers, and for pure enjoyment (Klempka

& Stimson, n.d.). In turn, they are receiving attention whether in the form of positive or negative. Therefore, it can be said that these consumers examined in this research could be posting controversial content in order to gain attention because their radical content is separating them from normality and creating friendships and relationships through traditional communication methods (Nyugen, 2007). A further explanation for this is that these views are hard to establish a conversation around in a face-to-face setting hence, the anti-social consumer plays on the fact that social media allows for a sense of proximal distance meaning they are not viewing the reactions to their content. This also answers the first research question in this study, and this finding suggests that controversial behaviour is also a key way that anti-social behaviour is manifested online.

5.2.6 Humorous Behaviour

The final form the anti-social behaviour online was manifested in was through pure humour. Humour presented itself through topic choice and had no substantive association with personal pronouns and self-deprecation, however the findings did return some information on spelling. The social media panel suggested people were more forgiving of spelling errors in humorous content and were not as judgemental with another consumer of social media's presence. However, this study is not primarily concerned with recording responses to content, this finding allowed the researcher to suggest that the impact of humorous attention seeking is not as great as attention pursued through aggression, confrontation and controversy. Therefore, humour and attention seeking provided slightly different intentions and motivations.

As presented in the findings section, it seems that some consumers who use a SNS for pure humour are actually beginning to show signs of addiction which this research suggests is a possible explanation for humorous attention seeking, again, another form of consumer misbehaviour. This support can be in the form of 'likes' or positive comments that they receive prompting them to return to the SNS to continue entertaining others (Baer, 2014). This represents a slightly different outcome to the other three forms of attention seeking behaviour. A possible explanation is that some consumers of SNSs can take their humour online in the hope of finding a similar

consumer who shares this same type of humour. The consumer's friends and followers react with attention through likes, which strengthens their self-esteem and prompts and encourages the consumer to return to the SNS (Ryan, Chester, Reece & Xenos, 2014). Further, a potential explanation is that these people are gaining a sense of connection through this humorous content with their audience which also bolsters their self-esteem.

However, there is another side of humorous attention seeking. Humour is a concept that is left very open for interpretation and is a notion that several ages and genders understand differently. As presented in the findings, the panel members from the focus group discussed the issues that having different generations as your SNS friends poses an issue for how, what and why they consume what they do. A possible explanation for why humour is interpreted so differently in an online context is because of the removal of body language and social cues (Alvidrez et al., 2014; Hrisca, 2011). It can be said that no one is ever going to be able to interpret the same message in the same way and one possible explanation for this is our differing social norms. These social norms are bound by the people that consumers choose to surround themselves with, the way they were raised and perhaps also their socioeconomic, demographic and geographic fixations (Festre, 2010; Krupka & Weber, 2013; Vanbenbergh, 2005).

Therefore, whether a consumer is a digital native or digital immigrant can be a possible explanation for a differing understanding of humour online (Venter, 2017). A specific example includes a 'frape'. It can be said that generation 'Y' were raised with the emergence of a frape suggesting that they have a greater understanding of interpreting this humour. On the contrary, digital immigrants appear more likely to believe all of the content they are exposed to online (VanSlyke, 2003). A possible explanation for this includes that social media and SNS have been grounded in generation 'Y's education, where these consumers are exposed to social media in their daily rituals such as through education (Bolton et al., 2013). Research suggests that this type of learning is beneficial to the younger generation prompting the need to create safer environments as children start to access social media at a younger age

(Eady & Lockyer, 2013). Although this study is not focusing on reactions of other consumers who are shown the humorous content, the above explanation suggests that these differing reactions are a possibility for an anti-social consumer to constantly express humorous behaviour on purpose to seek reaction from someone else.

As shown in the findings, these four types of posts lead to the OP receiving attention through the responses of other consumers who are exposed to their posts. This attention, whether positive or negative, has an influence on their inner feelings with this attention acting as a sense of connection with the outer world. This bolstered self-esteem leads to the consumer of social media to feel good about themselves and in turn, can prompt them to return to an environment where they feel supported (Seiter, 2016). Humour represented the last key form of attention seeking behaviour, which also answers the first research question in this research, regarding how anti-social behaviour online is manifested. However, this research suggests four main individual factors that could contribute to an anti-social consumer of social media. These include building a sense of trust with the SNS and their audience, anonymity in reference to one SNS, a sense of validation from those who respond and that they are provided with a platform to discuss anti-social behaviour online that they cannot do in an offline context.

Once the consumers of the SNS have achieved their desired attention, the researcher proposes that often they receive their desired attention, whether positive or negative. Therefore, this research suggests that this desired attention again leads back to a bolstering of self-esteem, prompting a return to the SNS to behaviour in a similar way (Seiter, 2016). This cyclical process appeared prevalent in the consumers studied for this research, but it is suggested that there are four key individual factors that contribute significantly to this model (Figure 9).

5.2.7 Trust

This research suggests that trust is manifested in two ways. Firstly, this research has found that a consumer must place a sense of trust in their friends, followers, acquaintances or all those who are exposed to their anti-social behaviour. A possible explanation of this is that this research found trust had an influence on the types of posts that OPs wrote, specifically in relation to content choice. Simpson (2014) suggests that cognitive trust is the form of trust to adopt when no moral obligation exists to trust one another. Therefore, a possible explanation for these consumers adopting a trust in their audience is so that they appear reliable and dependable as consumers tend to create relationships with their friends and followers before engaging in direct communication (Calefato, Lanubile & Novielli, n.d.). Further, the focus group panel suggested that those SNS consumers who post anti-socially are placing a trust in their audience to respond to the post with their desired attention. A possible explanation for this could be that these consumers feel they have the ability to trust more people online because they are unable to do so in an offline setting (Kavianpour, Ismail & Mohtasebi, 2011). These consumers turn to their chosen SNS to try receive a breadth of attention rather than quality attention from friends in an offline context, in other words, utilising mass communication. Further, this research shows that these types of posts that were studied were set to 'public' suggesting that these OPs intended for their post to be read by as many consumers as possible. Once establishing this trust, it can be reasoned that these consumers begin to exhibit anti-social behaviour online.

The second type of trust that was found in this research was a trust established with the SNS itself. Dwyer et al., (2013) and Lo (2010) suggests that this trust with the SNS in regards to privacy is of immense importance for consumers. A possible explanation for this establishment is that these consumers are seeking a place of comfort, perhaps not present in their offline lives (Beck, 2014). Further, this research shows that both of these types of trust lead to self-disclosure online. Chang and Heo (2014) and Dwyer, Hiltz and Passerini (2007) suggest that consumers develop a sense of trust before beginning the process of self-disclosure online. Therefore, a possible explanation for anti-social behaviour which was evident in the OPs of this research is that trust is a key individual factor which must be established before these types of

behaviours are exhibited online. Further, this trust influences the self-esteem of consumers, perhaps giving them the boost in confidence to behave anti-socially online. Trust answers a key sub-research question established in regards to the focus group, and it is suggested that trust contributes substantially as a contributing factor as to why some consumers engage in an anti-social behaviour online.

5.2.8 Anonymity

Another individual factor that was represented in the findings was the aspect of anonymity. Anonymity returned staggeringly different results than expected as it was found that anonymity really only had a substantive impact on controversial content choice. Anti-social behaviour appeared prevalent on all three of the SNSs, and anonymity only returned greater controversial behaviour characteristics. Therefore, it can be said that anonymity, in regards to the consumers studied in this research, contributes to the severity of the content. A possible explanation for anonymity and generalisations in that the content and its execution, often of very controversial nature, would often be perceived as morally unacceptable in a different, offline context (Kang, Brown & Kiesler, 2013). Further, because these generalisations are controversial in nature, it can be reasoned that these consumers engage in anonymity when there is the chance of personal threat involved (Kang et al., 2016). As mentioned in the findings, posts were of the nature of old-fashioned beliefs and traditions. Since there was no real evidence of personal pronouns or content relating to personal conflicts, the anonymity appeared to allow consumers to virtually express whatever they desired (Van der Nagel & Frith, 2015).

It can be concluded from the consumers examined in this research that “anti-social behaviour is a product of anonymity” in that behaving in an even more controversial manner stems from the fact they are less identifiable (Van der Nagel & Frith, 2015, p. 3). It could be possible that these consumers do not want to share these thoughts, feelings or beliefs with people that they know on a personal basis, but do want to share them with a different audience. Ortutay (2014) suggests that this is perhaps because consumers are socially influenced to act, behave and appear a certain way on SNSs, and anonymity helps to break this barrier. A potential explanation for

this is that consumers feel they can express these radical generalisations, sometimes regarding old-fashioned views on a SNS where they are not identifiable. Anonymity online answers the first sub-question evident in the content analysis and is represented as an example of how some consumers execute anti-social behaviour online.

5.2.9 Validation

Another individual factor that was found to bolster self-esteem was a sense of validation that the consumers of SNS receive (Kulraj, 2015; Lee et al., 2015). This concept refers directly to the positive attention that some consumers of SNS accept in the form of attention from those who consume their anti-social content. It can be reasoned, that one possible explanation for seeking validation through anti-social posts is that these consumers resort to online validation because it might not be evident in their offline life. This approval is said to be a natural human desire, and that some consumers become addicted to the approval of others and in turn, post a lot of content online (Casas, Ruiz-Olivares & Ortega-Ruiz, 2012). Although posting a lot of content online, this research suggests that it is through anti-social mechanisms that consumers seek attention. A further possible explanation for this is that once the consumers of the SNS received this attention, they established an addiction to validation, and they became dependant on the reactions of others (Kromberg, 2013). Hence, a further justification for this could be that these consumers are seeking validation and attention because they are also seeking a connection (Thornton, 2015). This research suggests that receiving validation from other SNS consumers is another explanation of why consumers choose to engage in anti-social behaviour online. Validation again answers the research question of why some consumers behave in this manner. The focus group panel suggested validation was an important factor contributing to a consumer executing anti-social content online.

5.2.10 Sensitivity

The final individual factor was the sensitivity involved in the topic choices. A vast majority of the posts examined for this research shared similar codes of anti-social and sensitive content. It can be reasoned that these people are unable to talk about their anti-social issues in a face-to-face context because they lack the confidence to reach out to friends or family, or that they do not have any suitable relationships established to be able to do so. Therefore, it can be reasoned that the consumers with lower levels of self-esteem use personal disclosure as a tool to gain acceptance from other consumers on the same SNS (Raymer, 2015). Further, it can be reasoned that some consumers, and particularly some OPs, find it hard to differentiate sensitive information (Ferreyra & Schawel, 2016) and a possible explanation in regards to this research is that consumers and specifically the OPs are beginning to experience a blurred line between their public and private life (Farinosi, 2009). Farinosi (2009) suggests that this is an issue for consumers of social media, suggesting this blurred line is often a key influencer to a consumer posting anti-social content and it is almost as though the environment appears to condone it (Rigling & Clarkson, 2016). Similarly, sensitivity answers the sub-research question regarding how anti-social behaviour online is manifested in terms of practical examples that some of the focus group panel had been exposed to.

5.3 Proximal Distance

It can be concluded that the introduction of proximal distance allows for anti-social behaviour online to appear so prevalent online. Although anti-social behaviour is most definitely evident in an offline context, this research has shown that it can be manifested through many different forms, reflected in many different posts, across many different SNSs. Luck and Benkenstein (2015) suggest that proximal distance is an important contributor to a consumer's emotional state and therefore, this research suggests that the removal of emotion evident in a face-to-face interaction, is a key factor in a consumer behaving anti-socially online. A possible implication for this includes that proximal distance bolsters the confidence of the OP to engage with a SNS before posting anti-social content. Although this researcher has found evidence of starting the anti-social behaviour online cycle with low self-esteem, this research

suggests proximal distance is the key influencer in beginning this cycle. The exploratory nature of this research has found evidence of this process occurring in the OPs and the factors in this research that have a direct association with proximal distance include aggressive behaviour, confrontational behaviour, controversial behaviour, humorous behaviour and the four individual factors that contribute to these. Proximal distance is an important finding that has emerged in this research that is possibility for why anti-social behaviour appears to prevalent online. This proximal distance is the greatest difference between two different settings of a consumer to consumer interaction, suggesting the proximal distance emerged as perhaps the fundamental finding of this study.

5.4 Anti-Social Behaviour Online as a Consumer Misbehaviour

It can be concluded that anti-social behaviour online is an avid form of consumer misbehaviour online which is prevalent and wide-spread across the three SNSs studied in this research. Touched on briefly throughout, this research has contributed to an under-researched form of anti-social behaviour online explaining four key forms and types of posts that anti-social behaviour appears common in, and offering personal characteristics that contribute to online motivations. This negative behaviour by consumers in turn affects the experience of other consumers and is an unintended consequence of marketing (Fullerton & Punj, 2008). Therefore, it can be reasoned that anti-social behaviour online in its many forms disrupts the marketing exchange process, prompting a need to minimise and control this type of behaviour occurring online.

5.5 Disrupting the Anti-Social Behaviour Online Cycle

It is proposed by the researcher that a beneficial way to limit the repeating of anti-social behaviour online is to disrupt the association between anti-social behaviour and attention, attention and self-esteem and self-esteem and anti-social behaviour. As illustrated in Figure 8, it is proposed that the first relationship to disrupt would be the one allowing anti-social behaviour to achieve attention. This would be a top-down managerial process. There needs to be better regulation from SNSs to ensure its consumers are behaving in a way that is socially responsible. It was mentioned in the

findings section that other consumers of the SNS often feel uncomfortable and awkward when they read anti-social content. Some SNSs are not safe environments for their consumers through the lack of monitoring of anti-social behaviour online and the encouragement of such anti-social behaviour (Rigling & Clarkson, 2016) as it appears there is a need for monitoring the behaviour more closely and that also SNSs should be implementing policies to disrupt this type of behaviour instead.

However, it is not as simple as suggesting breaking down the relationships between attention, self-esteem and anti-social online behaviour. It is suggested that how this process is done is key to a successful change in consumption practices. Social media and SNS are full of idealistic, however often unachievable, body images and lifestyles (Bell, 2016). Being exposed to these types of images can be harmful to the self-esteem, especially of teenagers, and creates negative emotions of self-worth. This study intended to bring to light the types of anti-social behaviour online and how they are manifested. How to break the anti-social behaviour online cycle is a definitive starting point for future research in the consumer misbehaviour and anti-social behaviour online field.

5.6 Managerial Implications

The first managerial implication that this research will contribute is around how different social media platforms and SNSs are able to manage anti-social behaviour and how they can limit the attention that negative posts receive. In order to create a safer social media environment, new management systems and policies could be introduced to ensure that consumers of SNSs are behaving in a social and responsible way. Management of such behaviours can be through the development of new educational tools for parents and the introduction of these materials into schools. These educational materials could be in the form of brochures, however, as shown in this study, there are more and more people using social media for everyday tasks. It can be reasoned that the introduction of educational materials on how to act responsibly online would help disrupt the anti-social behaviour online issue from the youngest generations and moving forward. To educate the older generations who have been active on social media for a longer amount of time, it is suggested that

educational adverts should be implemented on the home pages of the SNS which familiarises and reminds its consumers of how to act responsibly. However, there is the possibility that this could lead to perceived censorship. Therefore, in an attempt to make consuming social media safer beginning with the younger generation, there is also the issue of perhaps the SNS being seen as being over controlling and in the end, driving some consumers away or towards other sites.

Further, the results of this research suggest that there needs to be changes made by the top management within SNS. It can be reasoned that Twitter and Facebook were never developed so that its consumers could express anti-social behaviour which in turn makes other consumers uncomfortable – perhaps losing members. Therefore, it is suggested that SNS management revisit their monitoring policies and consider implementing stricter filters that detect anti-social behaviour. A possible suggestion for reinforcement would be to introduce a three strike rule, where consumers who are behaving anti-socially are cautioned three times before having their account deactivated. It is proposed that this would decrease the amount of anti-social behaviour that is occurring on different SNS, as well as allowing for the younger generation to grow up in a safer online environment.

5.7 Policy Implications

The researcher believes there is a desperate need for intervention from the policy makers to ensure the upmost safety for all consumers of social media, but specifically the younger generation. The researcher feels the government could do more in regards to education in schools and promoting cyber safety. A focus group panel member who was a primary school teacher in a decile one school mentioned she had a class which had an iPad for every student – around 23 children. These children, aged six and seven, had no more than two teachers supervising what they were viewing and doing on their iPad. This member stated that these children were well aware of Facebook as they had accessed their parents or caregivers accounts. Therefore, it is recommended that children are educated on the risks associated with social media and taught how to behave safely and appropriately online. Although it is impossible to comment on this issue in regards to all schools in New Zealand, this

panel member confirmed that her students were not taught the risks associated with social media and even she agreed that it would be highly beneficial and crucial for her students. The Ministry of Education (New Zealand) has information on their website regarding the benefits of schools engaging in social media, particularly using it as a communicative tool to reach parents (Ministry of Education, n.d.). However, to the best of the researcher's knowledge, there is no evidence of any safety programmes that they have accessible on their website as resources for teachers and parents.

Further, it is reasoned that it is incredibly difficult to govern an online community – especially when there is no international legal framework in place to do this. This, therefore, poses the issue of how can a SNS in America respond to an issue of anti-social behaviour online in New Zealand where there are laws in place regarding online hate speech? This process is incredibly complex, however it highlights the need for the introduction of an international framework of regulations, which in turn, should help create a safer social media and SNS environment for the future generations.

5.8 Theoretical Implications and Study Contributions

Toward an academic perspective, this study has advanced the field of consumer behaviour, namely consumer misbehaviour by examining the types of anti-social behaviour that are prevalent across three popular SNS, Twitter, Facebook and Reddit. This has been achieved by offering a justified explanation of four key forms and types of posts that the consumers studied exert anti-social behaviour online, with the overall intent of gaining attention. As suggested by Offord & Reitsma-Street (1983), it was clear that the magnitude of anti-social behaviour online occurring was of grave concern because of its widespread mechanism on all three of the SNSs studied. Therefore, it is believed this study has contributed research offering a better understanding of how anti-social behaviours are manifested and further, the positive motivations for acting in this way. Further, in regards to theory, this study has attempted to contribute to research surrounding the association between online anti-social behaviour online and self-esteem. This has been done through the reporting of four key forms of anti-social behaviour that the consumers studied have adopted to in turn, receive attention from their friends and followers. This study has contrasted

those of Birnie-Smith (2015) in finding that anonymity does not have an important connection to whether a consumer behaves in a more anti-social manner and the research only found that this is the case when these consumers are posting about generalisations. Therefore, our theory is that, in fact, the consumers in this study were comfortable enough to express these anti-social behaviours to many of their online friends, perhaps more than they would declare to in an offline setting.

The second theoretical implication is that this research has advanced the knowledge on how consumers engage with technology. Consumers turn to technology, namely SNSs, when they are seeking attention whether this is positive or negative. It is suggested that technology as an intermediary has prompted consumers to engage in an anti-social manner because of the reduction of face-to-face anxiety. Further, this consumer misbehaviour has been advanced through offering practical explanations for the types of personalities that are more likely to engage in this type of behaviour.

The research has also contributed knowledge surrounding an older age group than was commonly referenced in the literature. The study employed a direct focus on generation 'Y' (18-29- year olds) which contrasts a lot of the available literature on anti-social behaviour which predominantly focuses on children of primary school and high school age. Further, as a group of the largest consumers of SNS and social media, it is believed that their knowledge on the behaviours has contributed practical experiences. To the best of our knowledge, this is the first study of its kind to analyse anti-social behaviour specifically on Twitter, Facebook and Reddit. This research aimed to build on existing literature in the field by providing four key forms that attention seeking is performed through and explaining why this attention seeking process can become an unbreakable cycle.

Further, the researcher has contributed research on the types of behaviour that can be found on Reddit, which proved it was under-researched when the literature review for this study was conducted. It was found that the complete anonymity of Reddit produced different content than Twitter and Facebook, but however it still had evidence of the same types of anti-social behaviour and attention seeking. Finally, it is believed that this research may be distinctive from similar studies in that two purely qualitative methods were employed to answer the purpose. The content analysis and follow up focus group added extra clarity and findings to our first method, which employed generation 'Y' to talk about their actual SNS engagement online.

5.9 Limitations of this Study

Like any research, there are limitations to this study. Firstly, in regards to the content analysis the researcher was unable to access all of the ages of the consumers whose posts were assessed due to their privacy settings. Therefore, the researcher is unable to comment on whether this issue is more prevalent in one age bracket or another. Similarly, the researcher was unable to accurately record the geographical location of the posts, as often these consumers of the SNS had this hidden. Due to time constraints, the content analysis final figure of 151 posts is relatively small. Further, partly due to time constraints, the researcher was unable to directly contact the OPs to see if this theory of attention seeking in fact stands true, however, this was the main motivator for employing a secondary method, the focus group. In regards to the focus group, an obvious limitation was with the panel members. Those who participated were all female, within a three year age gap, and the researcher was only able to recruit seven panel members. Again, this low number was out of the researcher's control, as one panel member pulled out on the scheduled day due to being hospitalised for an illness. However, the recruitment of only females suggests that perhaps males are more hesitant to talk about their anti-social behaviour online or anti-social behaviour online that they have seen.

5.10 Future Research

Since this issue is relatively under-researched, there are plenty of opportunities to expand upon this research to create safer online environments for the next generation. Firstly, a larger content analysis could be adopted across a greater amount of SNS. It would be interesting to see if smaller SNS produced different results since this study focused on behaviour across three within the largest 11 SNS. Similarly, just focusing on one site would gain a deeper understanding of the types of anti-social behaviour online that exist. Alternatively, a more expansive comparison of SNSs could be undertaken. Key differences between the three SNSs utilised in this research can be found in Appendix 6, p. 186. In regards to the focus groups, it is clear that it would be interesting to see if by introducing males, this had an impact on the results of this study. Again, having a larger panel or perhaps two smaller panels would be a great way to really solidify results or understand new findings. It would also be good in the future to focus more on the ages of the OPs and compare and contrast the types of anti-social behaviour online and decipher if there is a relationship between the ages of the OP. As previously mentioned, anonymity did not produce expected results. Therefore, a suggestion for future research would be to examine why consumers who are ensured complete anonymity write about major generalisations rather than confronting their personal issues. Further, another suggestion would be to compare a person's online and offline social norms. Originally this study was determined to do that, but the researcher had no way of contacting the OP because of time and monetary constraints. However, a comparison of a consumer's online and offline behaviour would be interesting and perhaps solidify why some of these SNS consumers are anti-social when online.

5.11 Chapter Summary

This chapter has discussed the key findings that emerged from the content analysis and focus group employed for the purpose of this study – to explore the manifestations of anti-social behaviour online. The chapter began by offering a model with three key themes, anti-social behaviour, attention seeking and self-esteem which summarises in a smaller form the key findings of this research. The discussion then showed the key findings anti-social behaviour online model which represented the

four key forms found in this study before offering the four key individual factors that contributed to these forms. Additionally, the idea of proximal distance was explained and possible explanations for breaking the anti-social behaviour online model were offered. Finally, the chapter concluded with managerial, policy and theoretical implications before the limitations and future research were explained. Chapter 6 will conclude this research.

6. Conclusion

6.1 Introduction

This study has shown that there is an association between anti-social behaviour online and attention seeking, attention seeking and self-esteem and self-esteem and anti-social behaviour online. Ideally, to minimise the reoccurrence and prevalence of these behaviours, the connections between each concept would be broken, which would break the constant circulation of anti-social behaviour online. However, this study was primarily focused on how these anti-social behaviours are manifested and why the consumers of SNS that were studied decide to behave in such a manner.

6.2 Summary of Research Purpose

There were two main aims of this research. Firstly, to find how anti-social behaviour online was manifested across three SNS: Twitter, Facebook and Reddit and secondly to find out why the consumers of SNS that were studied behave in such a way. The findings of the research will therefore contribute to the theory surrounding anti-social behaviour online which is currently under-researched and relatively misunderstood. It is intended for this study to help towards stricter policies and implications for anti-social behaviour online, to ensure the safety of all consumers, but especially the younger generations.

6.3 Major Research Findings

Arguably, one of the key findings of this research was that the three concepts work in a continual circular motion and operate together to deliver anti-social behaviour online. It is proposed that a consumer is driven to write an anti-social post on their preferred SNS because of a previous state of being, perhaps experiencing negative emotions due to other relationships in their lives (Corradi-Dell'acqua et al., 2016). These negative emotions prompt something within the consumer to post about a sensitive matter for their friends and followers to read. It is also proposed that this anti-social behaviour online can be carried out in four forms: through aggression,

confrontation, controversy and humour. Once they have written and posted their post on their chosen SNS, they sit back and wait for a reaction from someone who has read it. This attention, whether positive or negative, creates a sense of feel good for the person which is because they may be feeling lonely in their offline life (Grace et al., 2015; Hassouneh & Brengman, 2013; Leung, 2013). Therefore, it can be reasoned that they are achieving a form of connection that they may not be experiencing in real life, which prompts them to return to the SNS and exhibit similar anti-social behaviour online characteristics.

6.4 Discussion of Research Findings

The first research method undertaken in this study was a content analysis of three SNS that were predicted to have evidence of anti-social behaviour committed by the consumers of their site. It was here, that the researcher took a screenshot of 151 posts from across the three SNSs that represented anti-social behaviour online. This process began with softly-bound criteria for what constituted anti-social behaviour online, as the study was interested in examining anti-social behaviour in its many forms. Next, an open coding process of the data was used, assigning between one to three single word or short phrase codes to each post. Next, utilised the Saldana (2009) method of conceptual coding to establish themes, similarities and differences amongst the posts were noted. It was here that the four key forms of attention seeking were discovered: aggressive behaviour, confrontational behaviour, controversial behaviour and humorous behaviour. Further, the researcher found there were four key individual factors that motivated an OP to engage in such undesirable behaviour: trust, anonymity, validation and sensitivity.

6.4.1 Aggressive Behaviour

It was clear that aggressive behaviour was mainly manifested through word choice, grammar and spelling and content choice. Common characteristics included the use of swear words and racism, excessive exclamation marks and the use of capital letters. It was found that reading posts that were aggressive was uncomfortable for people who were exposed to this type of behaviour and that it leads to the reader developing a mental image of what they believe this OP is really like as a person. It

was found that anonymity did not play an important role in aggressive behaviour, as aggression was shown by all of the consumers of SNS in the study across all three of the SNS. It was also found that these consumers were trusting of their audience as they expressed behaviour not typically socially acceptable in an offline context. Further, they were expressing anti-social behaviour online to people perhaps they would not even talk to in an offline context. Finally, it was found that the consumers studied were experiencing lower self-esteem because they were talking about sensitive topics and were seeking validation for their thoughts and feelings. Overall, aggressive behaviour was the most frequent and recurring form of attention seeking behaviour that was evident from the consumers that were studied for this research.

6.4.2 Confrontational Behaviour

Confrontational behaviour appeared less frequently than aggressive behaviour from the consumers that were studied, however, it was clear that these consumers' behaviour exerted one of two forms. The first type of confrontational behaviour found was internal confrontation. There was evidence that some of the consumers in the study were posting about inner thoughts, feelings or emotions in a confrontational way. This means, that the research found some consumers were posting about internal conflicts they were expressing, to a visible platform and allowing their friends and followers to respond. The second type of confrontation was external confrontation. This is where there was evidence that some consumers were using the names of other people to express their conflict for others to view. It was clear that the use of personal pronouns was evident and it could be concluded that the spelling and grammar side of these posts were executed a lot better than posts that were showing aggression. Again, there was no real association between confrontation and anonymity as it was found most of the posts were to do with the self. Similarly, there was evidence of trust in the audience and a low self-esteem in the consumers that were studied and this may be because of a lack of confidence to confront these issues in an offline context.

6.4.3 Controversial Behaviour

Controversial behaviour was evident across all three of the SNS, however, posts were more controversial in nature on Reddit. It was found that controversial behaviour did have evidence of personal pronouns, but was used more in regards to generalisations on Reddit, where personal pronouns weren't manifest. Interestingly, it was found that the best spelling and grammar was evident on Reddit, while Twitter and Facebook had evidence of errors. It seems that anonymity really only had an association with controversy. It was found that a vast majority of content on Reddit was controversial, however, was manifested in a different way than on Twitter and Facebook. It was evident that there was more reference to generalisations of controversial content, for example a religion, where controversial content on Twitter and Facebook was more direct. Trust was also very evident. These consumers studied had clearly exerted trust into Reddit as they were assured complete anonymity through the use of a username. Again, it there was evidence of low self-esteem amongst the OPs but also narcissist traits.

6.4.4 Humorous Behaviour

Humorous but anti-social behaviour online was mainly manifested in one of two ways. The first was written by the OP to entertain their friends and followers. The second, was through someone else posting on the OPs SNS account, also known as a 'frape'. It was found that there were often spelling and grammatical errors but also that people were willing to ignore this because it was intended to be humorous. Anonymity appeared to have no association with humorous behaviour. It was found that the OPs placed a lot of trust in their friends and followers that they would understand the post the way it was meant to be interpreted as well as the SNS. It was found that humorous behaviour could be manifested from either high or low self-esteem. It was also evident that some consumers in the study were looking for consumers with like-minded humour, perhaps on content that is not socially acceptable to be laughed about.

With these four forms of anti-social behaviour online established, these concepts were taken to a focus group to be validated by seven social media experts. Overall, the focus group returned very similar findings to the content analysis and provided us with more detailed examples that the panel had either committed or been exposed to. One of the key findings of the focus group was that the members strongly believed that anti-social behaviour online stemmed from a low self-esteem and unhappiness within, but also that this phenomenon appears socially accepted in the online community. It was from there that the researcher has developed a model it is believed best represents the findings from both methods of this study and contributes significant theory to the anti-social behaviour online field.

6.5 Conclusion

The absence of studies on anti-social behaviour online as opposed to the importance of fitness or even consumer behaviour connotes that the safety of consumers online is not a prevalent issue to marketing scholars. It was clear from the literature review conducted as a part of this research that anti-social behaviour as a form of consumer misbehaviour is a wide-spread and important issue that needs more attention from (marketing) scholars. To conclude, it is believed that this study has developed a sustainable theory contributing to why and how anti-social behaviour is manifested across three prominent SNSs: Twitter, Facebook and Reddit. By employing two different qualitative research methods, the findings have been validated through the focus group. The research has contributed theory in the form of two models and supporting information to add to and fill a gap in the wider literature about how and why anti-social behaviour online occurs online. There is scope to develop this study and with this in mind, it appears exploring anti-social behaviour online seems as relevant as ever.

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Appendix One: Content Analysis - Twitter

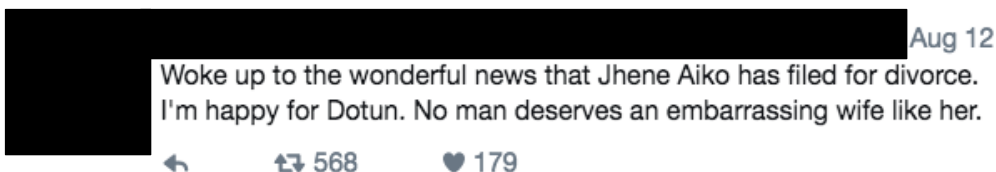
1.



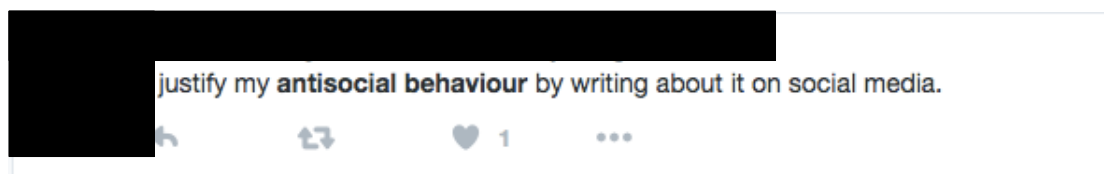
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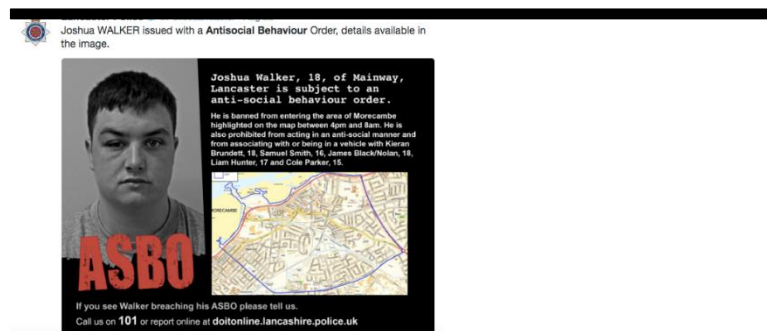
3.



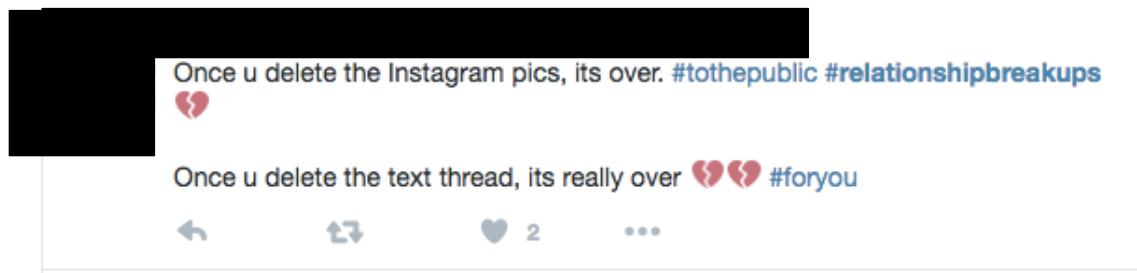
4.



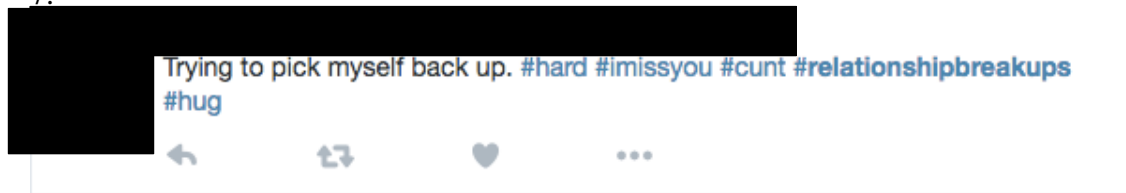
5.



6.



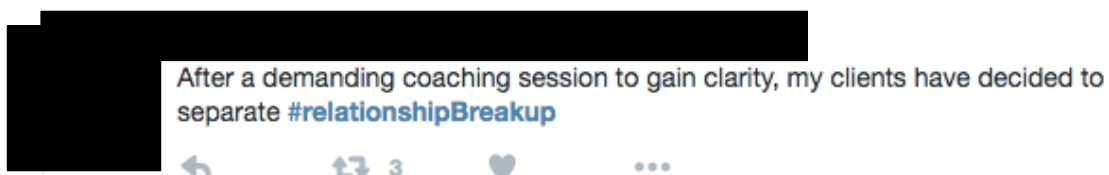
7.



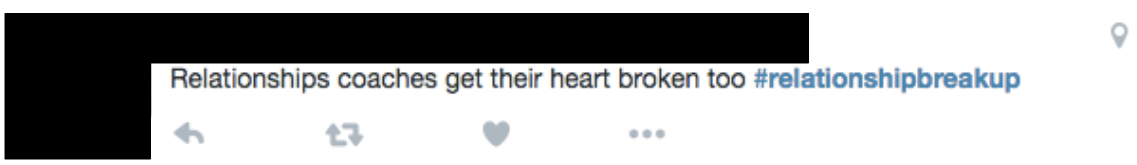
8.



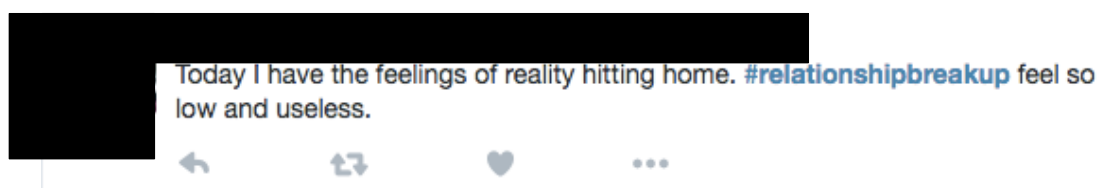
9.



10.



11.



12.

When your Ex gets a new girlfriend 😞 #relationshipbreakup #funny
vine.co/v/hqudFwnVJd5

13.

lost 2kg in a week. Best diet ever! #relationshipbreakup

14.

Two weeks & he's already dating??!! I guess 6 yrs together meant nothing.
is.gd/iO5OAS #GetGlueHD #RelationshipBreakup

15.

I FEEL SO SAD RIGHT NOW GUYS I DON'T THINK I CAN OVERCOME THIS
#relationshipbreakup

16.

Annoying coworker is bugging our IT person about changing women's last names in-network after they marry. #IHateHer

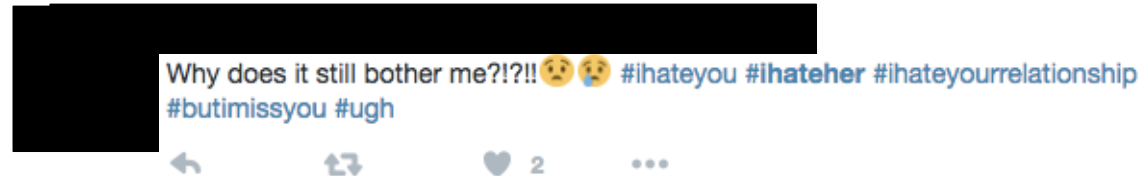
17.

Girl on elevator was glued to her phone and so missed her floor, then yelled at me for not letting her know we were on her floor. #ihateher

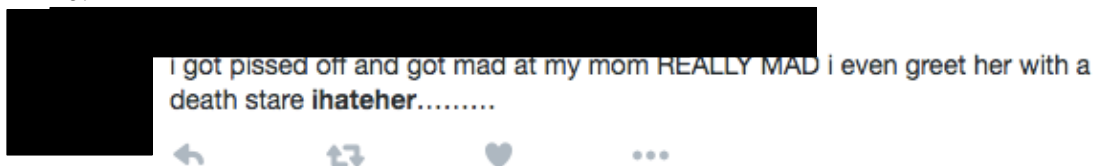
18.



19.



20.



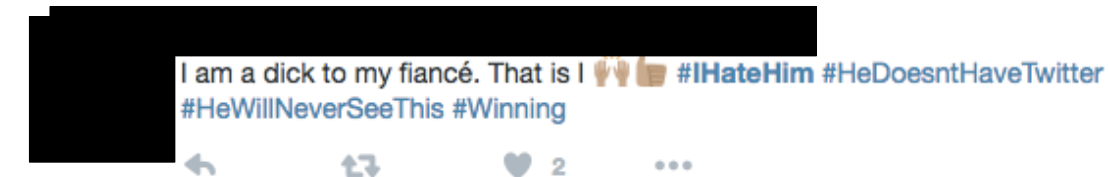
21.



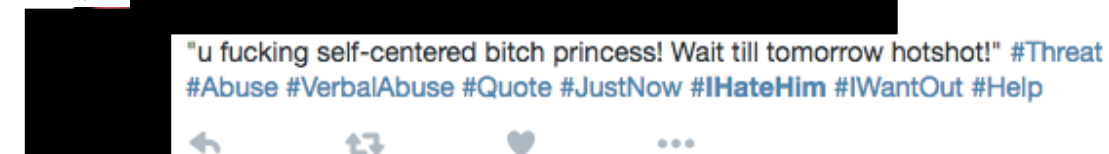
22.



23.



24.



25



26.

I miss her, her nigga stole her from me lol ihatehim



27.

In need of love and affection please



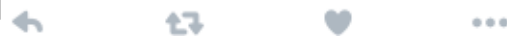
28.

It's safe to say I didn't really get on with anyone on my course today. They were all nice but idk



29.

"...and if I see this bitch in hell, I'm gonna shoot him in the head again..." 🍌 🍌
🍌 #DieBitch fb.me/2GDkOS6zd



30.

My job close at 7. At 6:50 there be 2 people in line at 6:59 there be 36.
#IHateBlackPeople



31.

All joking aside....Are you really going to vote for #DumbDonaldTrump? I am sincerely praying you come to your sense! Seriously!!!



32.

I can't believe this man... #dumbdonaldtrump!!!! WTF is wrong with him? His speech is so far fetch!!!



33.



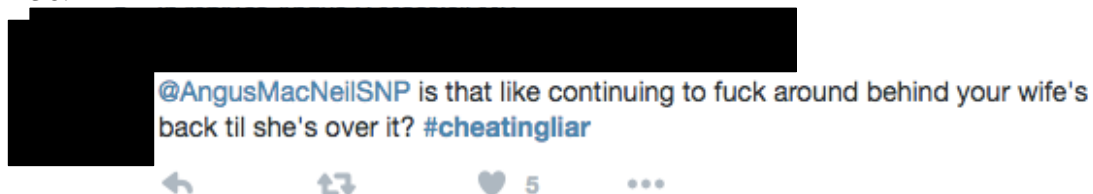
34.



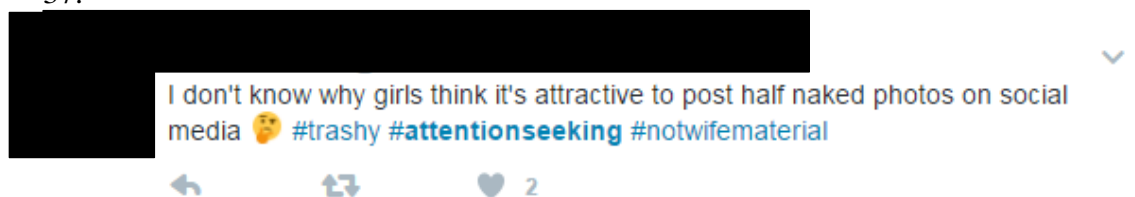
35.



36.



37.



38.



39.

Dammit - if I'd have know he was in town, I'd have picketed his lying ass. #Hypocrite #CheatingLiar gawker.com/viral-miscarri...

40.

i just broke up with ashton #cheatingliar

41.

I feel like such a fool... & you PROMISED you wouldnt make me feel like that again.. #CluelessOnceAgain #CheatingLiar

42.

I can hear my mum downstairs chatting shit, I guarantee in 5 minutes she'll slam open my door to shout at me 🤪 #illkillher

43.

My brother just got dumped. #illkillher

44.

Had a dream my girlfriend was deleting texts out her phone from bitches 🤪🤪 #IllKillHer

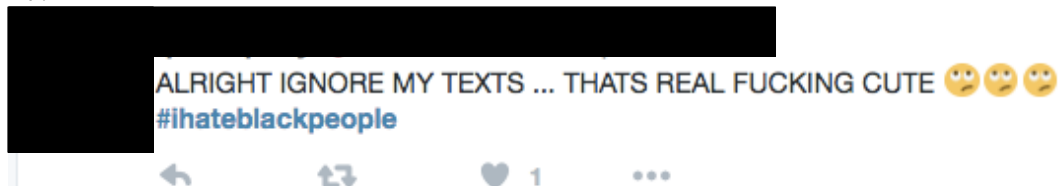
45.



46.



47.



48.

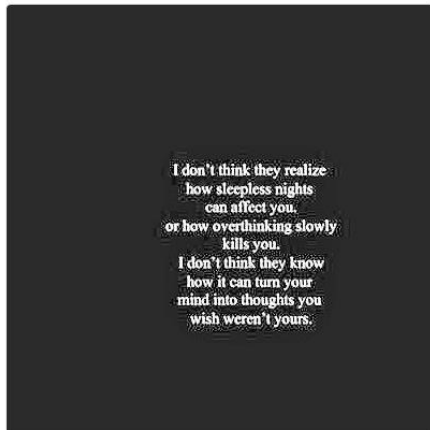


49.



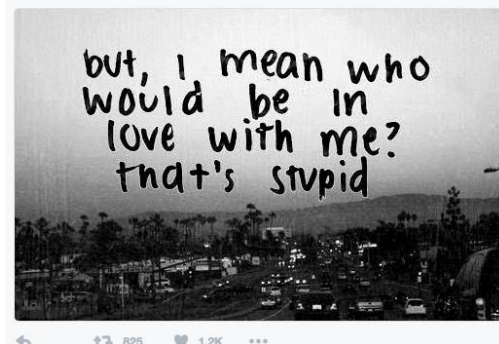
50.

If only they knew. -rc



51.

Very stupid. -rc



52.



53.



54.

I'm such a shy person with bad **anxiety** but I've gotten a bit better

← ↻ 849 ❤️ 1.4K ...

55.

if you don't have **anxiety** I want you to realize how lucky you are

← ↻ 841 ❤️ 1.1K ...

56.

@Vulnerable · Sep 5

i wanted to write down
exactly how i felt,
but somehow
the paper stayed empty
and i could not have
described it
any better

← ↻ 606 ❤️ 881 ...

57.

u wanna hang out? lemme ask my **anxiety** and depression they said no

← ↻ 641 ❤️ 1.2K ...

58.

drink until the bottle is emptier than you are.

← ↻ 360 ❤️ 502 ...

59.

I'm never shocked when people let me down nowadays. I just hate the fact that I put myself in a position to be let down in the first place

← ↻ 562 ❤️ 823 ...

60.

don't tell me something that's not true to make me happy

← ↻ 346 ❤️ 441 ...

61.

So glad Kelsey moved out of state because nobody likes her [#karma](#)
[#stupidslut](#) 😊

👤 ↩️ ↶️ ❤️ 2 ⋮

62.

Girls who date guys solely because of their money fucking sicken me *cough* Tiffany Savino *cough* [#StupidSlut](#)

👤 ↩️ ↶️ ❤️ ⋮

63.

Fuck stupid hoes!! Good thing I no longer have a knife collection is all I'm saying!! Grrrrrrrrrr!!! [#Anger](#) [#venting](#) [#stupidslut](#)

👤 ↩️ ↶️ ❤️ ⋮

64.

Stop fucking talking to my boyfriend!. [#fuckoff](#) [#stupidslut](#)

👤 ↩️ ↶️ 1 ❤️ 3 ⋮

65.

You COULD leave something to the imagination.... [#stupidslut](#)

👤 ↩️ ↶️ ❤️ ⋮

66.

And you wonder why I fucking hate you. [#stupidslut](#)

👤 ↩️ ↶️ 1 ❤️ 1 ⋮

67.

Why don't you pay your own bills instead of sleeping around and having guys pay for it [#stupidslut](#)

👤 ↩️ ↶️ ❤️ ⋮

68.

I'm going to fucking kill you. And I'll enjoy every second of it. #ohmygod
#stupidslut



69.

Why is my family too busy for me? 🙄 #givemeattention



70.

u know ur petty when you get happy when you got more followers than someone
you dont like #petty #givemeattention



71.

Why is no one liking my profile picture?!??? #givemeattention



72.

I feel a petty mood coming on. #givemeattention #butgothefuckaway
#butwaitcomeback



73.

Permanently bored and needy #givemeattention



74.

I seriously wish I was old enough to move out and be on my own #FuckThisShit
#FamilySucks



75.




Sum ppl think there far more superior than anyone else they don't actually see
wats going off under there own noses ... #familysucks






76.

[REDACTED] Aug 2
Always gets left behind..
[#FamilySucks](#)





77.

[REDACTED]
Didn't know there was a time frame on being a dad. [#familysucks](#)
   1 





78.

[REDACTED]
When your mother has a victim mentality and u r the chosen punching bag
[familysucks](#) [#hatemylife](#) [#sosickofthesamething](#)
   2 





79.

[REDACTED]
How do I keep getting myself into this! Ugh! [#familysucks](#)
   

80.

[REDACTED]
Hey world, I don't care and wanna be left alone, keep on judging me, just let me
be and leave me alone [#familysucks](#)
   1 

81.

[REDACTED]
Now that you cant have me, you suddenly want me. Now that i'm with
somebody else, you tell me you love me. [#BadBreakUps](#)
  17  10 

Appendix Two: Content Analysis - Facebook

1.



2.



3.



4.



5



6.



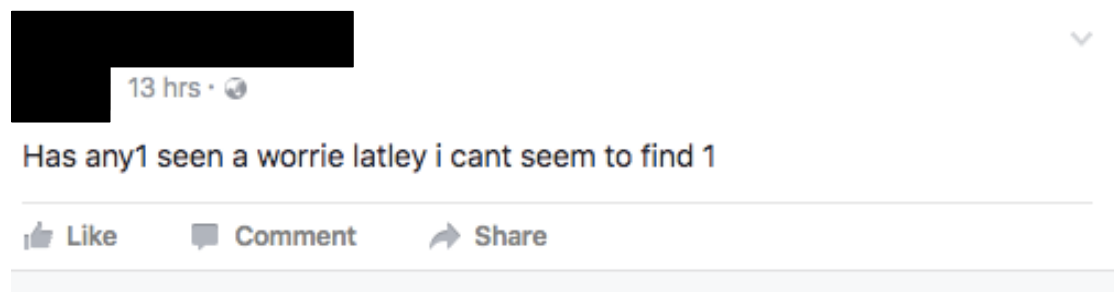
7.



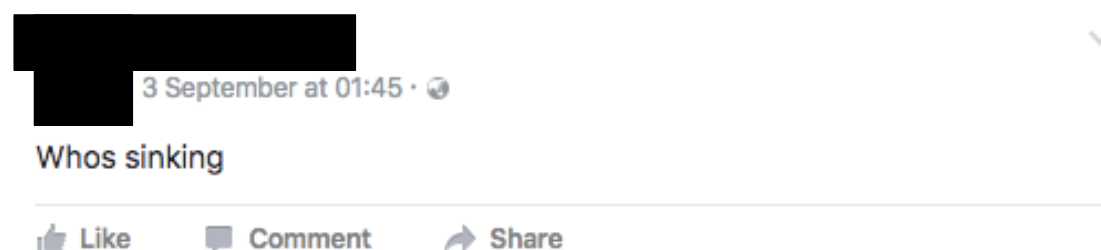
8.



9.



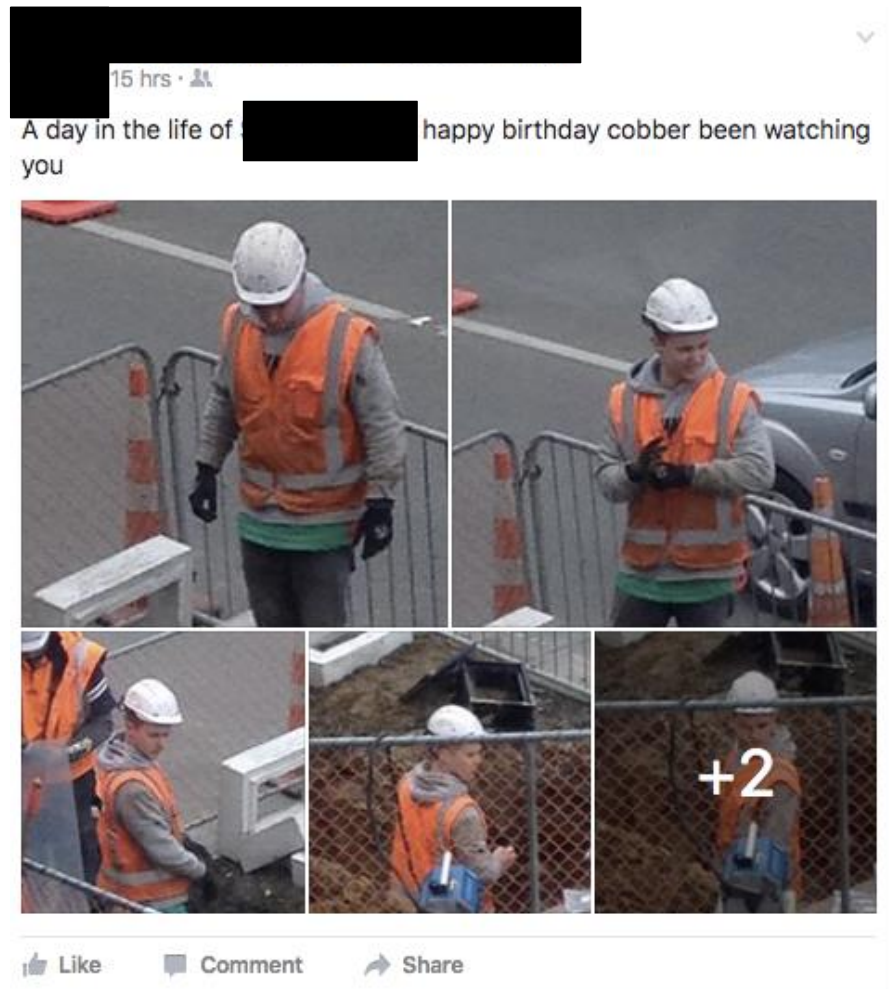
10.



11.



12.



13.



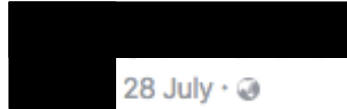
14.



20 August at 22:11 · 🧑🏻

9/11 was done by Tim Shadbolt

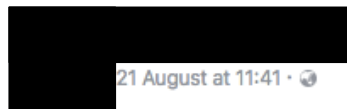
15.



28 July · 🌐

Sucks for the people in Glorivale they can't watch the highlanders this weekend lol

16.



21 August at 11:41 · 🌐

I just wanna kick this stupid bitch in the teeth... but yet again all I can do is sit back take the shit and keep it moving. wtf


[#ihateher](#)

[#imacatchyouperiod](#)

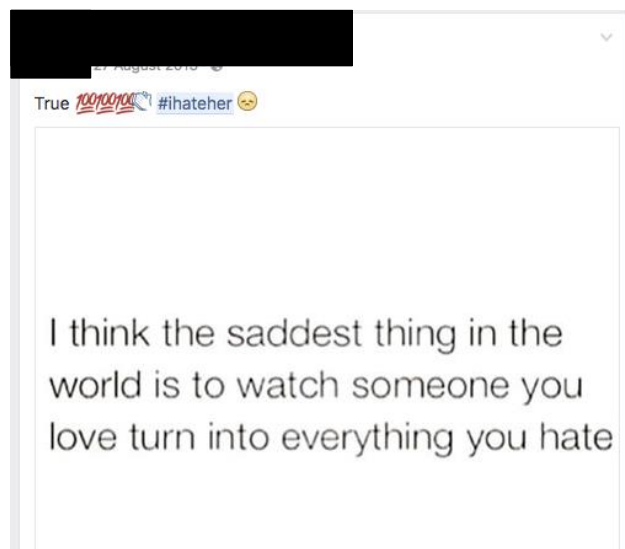


2

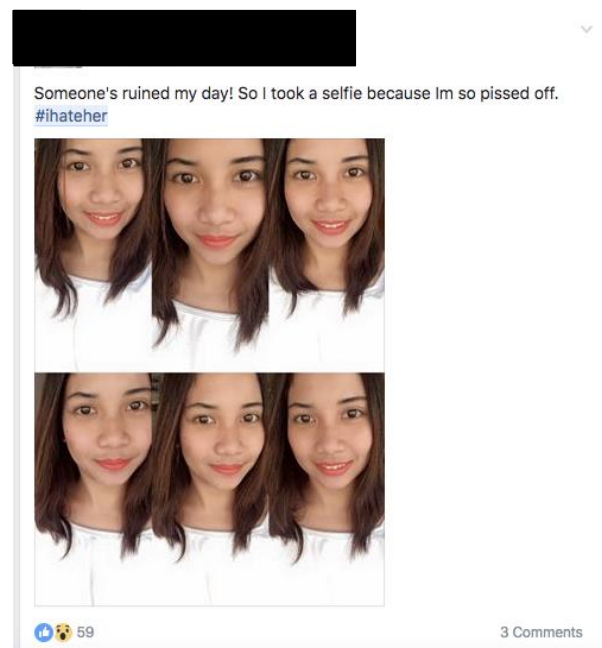
3 Comments

 Share

17.



18.



19.



20.



21.

20 August at 20:48 · 🌐

Sometimes I wish I could forget about him but he won't leave my mind. I've done nothing wrong and yet I still get hurt. My ex got what he wanted. I hope you're happy now. You're one fucked up person that I've ever known. ¹⁰⁰ #youreapieceofshit #ivetried #imhurtingbutilllive #fuckliars #ihatehim

 14

2 Comments

 Share

22.

#Never lose yourself while trying to hold on to someone who doesn't care about losing..You.
#ihatehim



 2

 Share

23.

31 August at 00:59 · 🌐

THE WORST THING YOU CAN DO IS TRY & INSULT MY INTELLIGENCE
😡😡THAT SHIT IRKS ME !! LIKE BITCH IM NOT STUPID & NOT YA
AVERAGE HOODLUM 😡😡😡 #STUPIDBITCH

  36

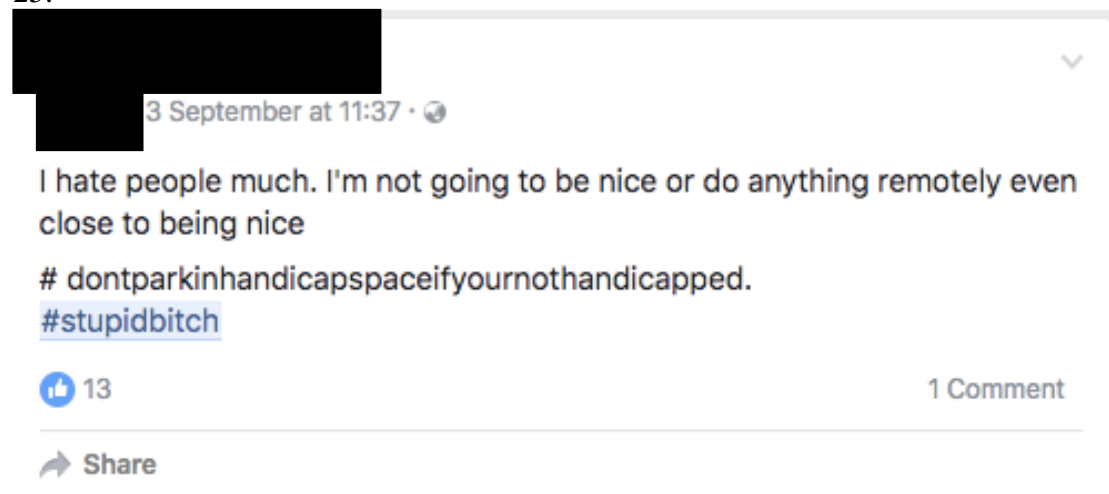
2 Comments 1 Share

 Share

24.



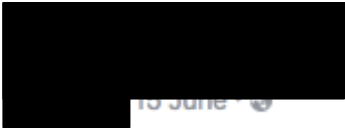
25.



26.







27.




13 June · 🌐


you spreading rumours about me,.
impressive #Bitch! atleast u spreading something apart from ur
legs#lmaoo #stupidbitch



36

4 Comments

 Like


 Share

28.



photo.

Lmfao!!! Even on my worst day, u could only dream of lookin half this
good 😊 #stupidbitch #stillkillinit





7

7 Comments

 Like

 Share

29.



21 March 2014 · 🌐

When people talk shit over Facebook because they can't say it to your
face.. #stupidbitch #drama



30

2 Comments

 Like

 Share

30.



31.



32.



33.

Like Page

This is perfection

"Hey I thought chocolate melted in hot water? Hahaha I'm just kidding I'm Gary and you are?"



13k 6k Comments 11k Shares

34.

7 April

Im not worth it to be loved
Goodnyt
[#CantCarryOn...](#) See more

49 2 Comments

Like Share

35.

feeling annoyed.

24 August at 06:38 · 🌐

Any female can give birth, but it takes a real woman to step up and be a mother.
[#Deadbeat](#)
[#DieBitch](#)

43 19 Comments

Share

36.

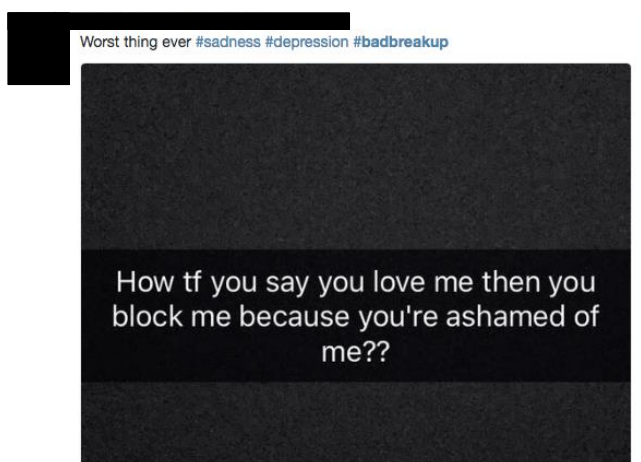


37.

Every time someone asks how my day's been. 😊 -rc

Everyone: Your're too quiet
Me: *Tries to talk
- gets ignored
- gets interrupted
- gets talked over
- no one pays attention
- no one cares

38.



Appendix Three: Content Analysis - Reddit

1.
**What a national tragedy looks like after 100 years** (i.imgur.com)
submitted 6 hours ago by [redacted] to /r/funny
530 comments share
2.
**The ultimate "white girl" tattoo** (i.redd.it/uploads.com)
submitted 4 hours ago by [redacted] to /r/funny
82 comments share
3.
[redacted] 248 points 6 hours ago
This thread makes my underwear fetish look boring as hell.
permalink
[redacted] 52 points 6 hours ago
4.
[redacted] 60 points 6 hours ago
Oh boy let's see. My biggest one is a crossdressing fetish although that doesn't fully describe it. It's a fetish called sissification which is basically the feminisation of a male. This is done through crossdressing, shaving, wigs, and in some cases fucking guys.
I have a pretty big incest fetish (purely fantasy). It goes both ways. I like calling guys daddy during sex but I also like being called daddy by girls. I never roleplayed before but I'd be super interested to.
5.
Kia Ora! Looks like you're new to /r/newzealand. Please check the sidebar before posting, especially if asking for visiting / moving advice.
Unrated Post **Why I hate New Zealanders and why I always will** (self.newzealand)
submitted 1 year ago by [redacted]

Never have I seen such rude people in my life. You kiwis disgust me. Just hearing that word pisses me off. Kiwis are the worst humans on this planet. Here is why. First of all you can't speak properly this annoys me greatly. Can you weak minded beings not determine which letter is e and which is an i? Second of all kiwis are some of the rudest people on this planet. I once knew such a person, a kiwi. I avoided them at all costs and I didn't look at them. Why? Because they were very rude and disgusted me. They were ugly, stupid and annoying (like all kiwis). Don't come to any other country. We hate you, we hate the sound of your voice and we hate your existence. I can only hope that there's a massive earthquake (similar to the Christchurch one) only this time it kills all of the New Zealanders. They are the cancer of the Earth.
882 comments share
6.
[redacted] 1 year ago
There's so many things you can do to prevent having a child that it's amazing that unplanned pregnancies actually happen. Birth control, condoms even pulling out works most of the time and if not that, then why not get an abortion?
permalink embed
7.
[redacted] 49 points 1 year ago
Not all people are equal. Perhaps they were when they were young, but some don't live up their full potential. I'm not calling for these individuals to be eradicated or something(as if that's even possible), but I feel that they make the human race look weak. We're ambitious creatures, it's what separates ourselves from the other apes.
Edit: Grammar

8.

8 points 1 year ago

Graveyards are a waste of space.

[permalink](#) [embed](#)

9.

13 points 1 year ago

Ooooh, I got one -- morbidly obese people should not be allowed to reproduce. It's honestly just a crime to their children.

[permalink](#) [embed](#)

10.

13 points 1 year ago

Some people should be sterilized. There is a lot of scum out there who have unplanned pregnancies, have their children removed due to did abuse. THEN FUCKING GET PREGNANT AGAIN!!

[permalink](#) [embed](#)

11.

2 points 1 year ago

Suicide should be legal under many circumstances.

People with certain serious genetic disorders shouldn't have children.

[permalink](#) [embed](#)

12.

1 year ago

obviously we need to close the borders let any children under 13 stay single mothers and everyone else can leave

[permalink](#)

13.

1 year ago

Although I treat all people, until they piss me off, I think marriage should between two people of the same race, to say the least. I brlieve jt makes things easier.

14.

1 year ago

I think that a majority of the time overweight people are full of shit and or lying to themselves. A healthy diet and exercise cure most cases of being overweight, but most overweight people complain when they don't see results within a month. Granted there are few who were born with illnesses causing their weight gain. But those who get illnesses from their obesity, all on you pal.

Now activating anti Tumblr shield.

[permalink](#) [embed](#)

15.

1 year ago

Religion is no longer necessary in today's society and shouldn't be a deciding factor on a political figure's (US) character.

[permalink](#) [embed](#)

16.

▼ I have several controversial opinions. For reference, I'm a 32 year old stay at home mom in rural MN. So what may be controversial for me may not seem controversial to you.

1. I do not believe in God. I don't like organized religion and think it has done more harm to humanity than good. Besides, the idea of worshipping anything creeps me the fuck out.
2. I do not believe people should be able to undergo fertility treatments. If you can't have a baby it's nature's way of telling you. Accept it. Health insurance companies should not be forced to cover fertility treatments.
3. I'm against seat belt laws, smoking restrictions, helmet laws, etc. I'm supposed to live in a free country. I should have the choice as to whether or not I want to do these things. And for the carseat Nazis out there.....yes I put my kids in the goddamn things.
4. I'm pro choice. I have been pregnant and given birth 3 times. No way in hell should someone be forced to go through that. If I were to get pregnant again I would terminate the pregnancy. I love my kids but I'm DONE.
5. Drinking age should be 18. Anyone who wants to drink does anyway. But they don't learn about moderation because they're trying to hide it.
6. I would totally be OK with all Tea Party members being taken out and shot.

[permalink](#) [embed](#)

17.

▼ I think homosexuality is a mental disorder, albeit a fairly harmless one in modern society. The reason for this being that the "purpose" of an organism from the standpoint of evolution/natural selection is to survive and reproduce. Since homosexuality negatively impacts an individual's ability to reproduce, it is counter-natural selection and therefore "impairs ability to function in ordinary life" (criteria for mental disorder according to Wikipedia). Thus, it should be considered a mental disorder.

Edit: Also, abortion should be illegal in every case except for when it is necessary to save the mother.

[permalink](#) [embed](#)

[load more comments](#) (4 replies)

18.

▼ I criticize the US military because they keep fighting wars with all the trillions of dollars of debt.

[permalink](#) [embed](#) [parent](#)

[load more comments](#) (7 replies)

19.

▼ People that eat meat should have little to no opinion on animal welfare.

Shits me to tears listening to someone cry foul over some stupid teenager kicking an animal while you drool over your chicken and cheese.

Let the downvotes be my upvotes. They make me stronger.

[permalink](#) [embed](#)

20.

▼ There should be no sex-offender list. If they're dangerous, keep them in prison. If not, let them live in peace.

[permalink](#) [embed](#)

21.

Chicago-Damaged goods • 15 points 10 days ago

✖ Prostitution in the US should be decriminalized and we should give women safer spaces to do their work, access to health care etc.

Strip Clubs also exploit men.

[permalink](#) [embed](#)

22.

[REDACTED] ths ago
Why is there a marriage license, drivers license, hunting license, etc.; yet there is no license to have and raise children?
+23124

23.

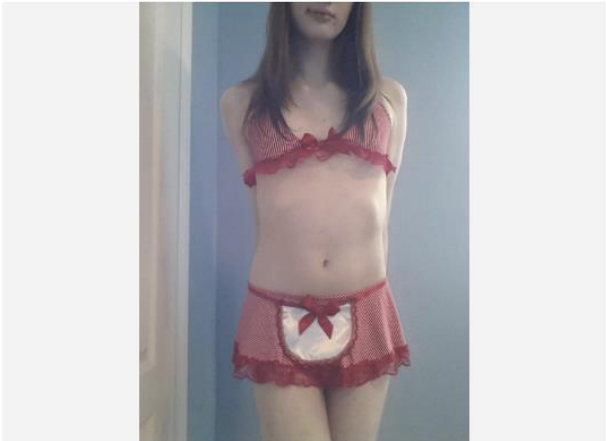
[REDACTED] Forum of the Internet -31 points 10 months ago
↓ In order to own a car I have to register it once every two years, get a safety inspection once a year and an eye exam every 8 years. I'm also required to carry liability insurance or my registration becomes invalid.
In order to own a gun I don't have to do anything but wait a few days to buy it.

24.

[REDACTED] 271 points 2 years ago*
↓ **Why do white people own so many pets?**
Because we're not allowed to own people anymore.
permalink embed

25.

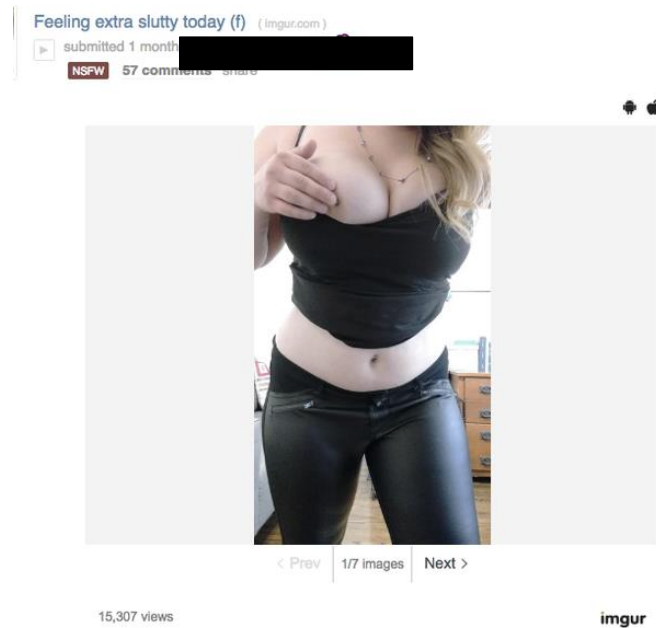
[REDACTED] how do you guys like my new outfit? too slutty or not slutty enough? (imgur.com)
submit NSFW 12 comments share



< Prev 1/10 images Next >

95,430 views **imgur**

26.



27.

[redacted] 2 years ago

↓ That people serving a life sentence In prison should be allowed to choose the death penalty for themselves. It would save money and its my belief that anyone who wishes the kill themselves should be allowed to do it, it's weird that our society actively tries to stop suicide from happening even to prisoners and people who are already dying.

[permalink](#) [embed](#)

[load more comments](#) (13 replies)

28.

[redacted] 10 points 2 years ago

↓ Hitler was a great leader. Yeah he was a cunt for killing loads of people but he still brought Germany out of a recession and united the country.

[permalink](#) [embed](#)

29.

[redacted] 1 point 2 years ago

↑ ↓ You should be able to murder your rapist/abuser without consequence.

[permalink](#) [embed](#)

30.

[redacted] 2 years ago

↓ People who keep having children shouldn't be allowed benefits, they should be punished. Not awarded for having unprotected sex.

[permalink](#) [embed](#)

31.

[redacted] 3 points 2 years ago

↓ I believe being gay is wrong.

[permalink](#) [embed](#)

32.

 posts 2 years ago

↓ That the death penalty should be made more cruel. Killing by lethal injection is "relatively" painless. Instead of injections or electric shocks ,why not crucifixions? I guarantee that if we start crucifying 5-10 of the worst drug dealers, murders, and rapists, the crime rate will lower itself pretty quick.

[permalink](#) [embed](#)

Appendix Four: Organisation of Open Coding Initial Thoughts

	Findings	Interpretation	Discussion/Conclusions
Attention Seeking	An overwhelming number of posts were coded as 'Attention Seeking' as derived from their choice of language	<ul style="list-style-type: none"> • Tone is harder to understand through a computer screen • Type of content published was worse on Reddit (anonymous) • Personal pronouns were common • Purposeful posts • People are trusting of an online setting and feel they can safely vent • It is hard to tell if these posts are sarcastic – tone • Especially on twitter, the use of hashtags heightened the attention seeking • A cry for help – exerting symptoms of being depressed • Talking about intimacy • Work place boundaries (a relationship coach talking about break ups) • Belittling new partners of ex-relationships • Some posts were talking about weight loss • Rhetorical questions, but directed at somebody specifically • Use of capital letters for impact • Talking about co-workers • Unnecessary – talking about lift rides at work, flatmates taking cutlery • People expressing anger at family members • Tagging friends and suggesting abuse – a joke? Or serious? It can be hard to tell • Hash tagging #hewillneverseethis – why? 	<ul style="list-style-type: none"> • Reddit environment condones and validates attention seeking behaviour • It is hard to tell (or assume) if the outcome is what the poster anticipated • Personality traits – insecure, wanting a response, high levels of trust, seeking or feel connection, a want or need to share information • Unnecessary – boredom leads to writing daily events online just to get any reaction/connection/Attention – texts, snaps being ignored • Racism – not easily trackable behind a computer screen. People feel more confidence? • Proximal distance • Just want any ears to listen to a vent/read even if they respond with a comment? • Seeking some kind of connection through frustration • Do we post because of insecurities e.g. dreams, breakups etc • Seeking validation from friends/others • Rhetorical questions • Hard with 'frapes' these days – to believe what is real and purposeful humour

		<p>Why talk about someone if they will never see it?</p> <ul style="list-style-type: none"> • Why do people swear? • All-talk or threats? • When someone cancels a first date. Embarrassing? But post a status • Racism – “nigga” • Talking about how they don’t get on with anyone at their course/work • Death threats – hard to interpret if they are sarcasm • Annoying customers who arrive 1 minute before closing • Politics – death threats to those who don’t agree with your opinion • Indirect – talking about cheaters • Need to post about TV shows? • Talk about robbing people • Direct questions needed to be asked to someone but instead posted as a status on an indirect forum • Posting about dreams, snap chat best friends – insecurities • Being ignored • Reposting quotes from page called “depression quotes” – cry for help • Posting about sleepless nights • “Who would love me” – asking for a response, “no you’re beautiful etc..” • “I look fat” – wanting validation that you’re not • Anxiety • Alcoholism • Attacking old flat mates • Announcing a knife collection to ‘kill’ someone • Direct/indirect – stop talking to my boyfriend posts. Why 	<ul style="list-style-type: none"> • Direct/indirect – stop talking to my boyfriend posts. Why wouldn’t you just message them • Keeping up an image – addicted to likes. Makes our lives appear better/we are popular • Talking about how your mother abuses you? Are they not being taken seriously in person so seek attention online – or haven’t done anything about it in person • Asking SNS friends questions that should be asked personally to the person concerned e.g. break ups • Social norms • Different audiences. Often you have your friends but also your parents friends. Different generations use of SNS • Taking a selfie because someone annoyed you – underlying issue. Think you look good but just need an excuse? • Emojis and capital letters – change tone and how we read • Exhibitionism – showing off to get attention • Reddit had a lot of generalisations e.g. weight
--	--	--	--

		<p>wouldn't you just message them</p> <ul style="list-style-type: none"> • Money digs • "Why is my family too busy for me" – ask them? Why online? • Announcing you have more friends online than someone you don't like – what about in person? Why does that matter? • Asking people to like your profile picture • Posting your mood – directly/indirectly asking for a message • Feeling left out of family/friend gatherings so post online to feel a part of something? • Talking about how your mother abuses you? Are they not being taken seriously in person so seek attention online – or haven't done anything about it in person • Is it a frape? • Talking about sexual intercourse • Using and tagging people directly in a status – why not say in person? Or most SNS have private message settings • Online arguments in the comments – keyboard warriors • Explicit and depressing break ups asking questions that should be asked to the person • Sarcasm • Asking for a bite • Asking who is drinking tonight – why not private message? • "Embarrassing" birthday posts 	
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		<ul style="list-style-type: none"> • “Tim Shadbolt did 9/11” clearly humorous but some people will take it as offensive – different audiences • “Taking the piss” out of Gloriavale • Sharing memes about other people – are you friends with this person, will they see it • Taking a selfie because someone annoyed you – underlying issue. Think you look good but just need an excuse? • Talking about sexual intercourse – social norm • Posting a selfie with a crazy message for your ex – showing him what he is missing out on? • Emojis and capital letters – change tone and how we read • “I hate people” talking to your audience • Female “time of the month” – why share that? • Someone is spreading rumours – why not ask instead of posting a status • “When people talk shit over Facebook but can’t say it to your face” – hypocritical • Slut shaming • Weight shaming – even for being skinny – social norm to not talk about it in person. Well we feel awkward • #cantcarryon – worries people and triggers a response e.g. calling cops • Reddit • Produced SOME different results because of anonymity • Plain insensitive e.g. the titanic • Stereotyping 	
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		<ul style="list-style-type: none"> • Unusual sexual fetishes – why do they feel the need to share? • Hateful, forceful and mean • Obviously not using real names • Non-factual opinions – can't be tracked so people have more confidence • Teasing people on weight – indirectly • Huge generalisations • “Harsher”, ruder, more insensitive topics • False usernames – can't be tracked • Posts don't appear to criticise one person – more general • Socially unacceptable topics • General vents • Talking about looks, genetic mutations – major generalisations • Religion • Not worried about other people's opinions • People feel more at ease to express this when they are anonymous – maybe people they know won't listen • Risky selfies but blocking out their face – showing lots of skin • A lot of old-fashioned opinions – e.g. prostitution, gay marriage, slavery 	
Confrontational	It was immediately clear that there were two types of confrontation; direct and indirect, in posts	<ul style="list-style-type: none"> • Posts were both indirect and direct in confrontation to other people • Showing aggression unnecessarily • Police have begun to use social media to share images of people with warrants for their arrest 	<ul style="list-style-type: none"> • People are looking for validation • Do they want a response to talk themselves out of something? E.g. burglars • Confidence, shy? • Explaining whole break up in status –

		<ul style="list-style-type: none"> • Use of swearing (cunt) • Unfulfilled sexually • Talking about feelings caused by other people • Emojis • Fictional arguments • Use of language • Asking rhetorical questions that are aggressive • Capitals • Breaking social norms – belittling and bitching about family • Unnecessary – seeing your friend with their ex • Status update about being abused • Threats – all talk or real? How do you tell? Different audiences? Different generations? • Death threats • Politics and taking the mickey out of Donald Trump • Intention to burgle someone • Announcing your breakup with aggressive hash tags • Dream about girlfriend – want her to see it? Why? Why not say in person? Insecure? • Unnecessary use of “I’ll kill you” • Sharing memes seeking attention but belittling self • Sharing that you have anxiety • Personal pronouns • Using people’s names or tagging them • “stop fucking talking to my boyfriend” – message the girl yourself • Hateful • “Why is my family too busy for me” #givemeattention – unnecessary 	<p>sharing very personal details</p> <ul style="list-style-type: none"> • Just want someone/anyone to listen to what you’re going through – new found confidence behind a computer screen • Again – Reddit appears to be massive generalisations, not directed at specific people
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		<ul style="list-style-type: none"> • Single parent struggles • Generalisations and speaking to everybody which then upsets good/close friends • Posting about being cheated on – seeking validation that you are in the right • Posting your break up status to your timeline • Frappe? • Bitching about someone's character • Talking about how husband's sperm is shit – unnecessary • Explaining whole break up in status – sharing very personal details • Talking about purposefully beating up someone – so they will see it • Sharing angry memes • Posting a selfie because someone ruined your day – a cover up? • Generalisation memes but clearly a dig at someone in particular • Indirect and direct confrontation • Sharing about people being too skinny • Reddit • Oversharing of sexual fantasies • Racism towards NZ'ers • Generalisations – e.g. populations, the obese etc • 'Naughty' selfies, not showing face. Different to Twitter and Facebook 	
Controversial	A lot of anti-social behaviour can be considered controversial	<ul style="list-style-type: none"> • Personal pronouns • Use of names – shaming? • Talking about weight • Name changing after wedding – complaining? 	<ul style="list-style-type: none"> • What I deem as unnecessary might not be what someone else does

	through language choice	<ul style="list-style-type: none"> • Death threats towards family • Talking about being abused • Making a status directed at someone who doesn't have Twitter – unnecessary • Excessive use of hashtags that are death threats, about abuse, wanting help – but together in one post they contradict each other • Racism – use of word nigga – huge public disagreement • Belittling “everyone” at your course – generalisation • Religion – hate Donald Trump • Degrading someone else's character by saying they are a cheater • Swear words – makes reader get a bad first impression of the person • Burglary – saying you wish you burgled someone • Directing a dig at someone which others might not agree with • Death threats about a siblings ex – unnecessary • Posting about a dream – insecure • Death threats – sarcastic. Can be taken wrong way by certain audiences • Excessive hashtagging • Posting about feeling fat – wanting a response? • Constant talk about anxiety – can rattle emotions in someone else • Alcoholism • Name-calling • Name-shaming • Telling certain people not to talk to each other anymore • Talking about someone else's sexual intercourse – unnecessary and disgusting 	<ul style="list-style-type: none"> • Different personality characteristics • Different social circles • Raised differently • Different audiences – I may interpret something and find it humorous and the person beside me might not • Bad spelling – makes us think they are dumb immediately – don't take what they are saying seriously • Reddit – environment supports and encourages controversial posts, the worse the better (better responses you will get) • Personal opinion – platform for people to literally say whatever. Maybe because no one else will listen to them/they don't feel comfortable
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		<ul style="list-style-type: none"> • Hard to tell if posts are humorous – wrong audience can take it the wrong way • Talking about sperm • Posting ‘why’s’ about your breakup • Miss-spelling and text language – puts a picture in our mind of the type of person that they are • Capital letters • Swearing about natural bodily functions • Bad spelling – makes us think they are dumb immediately – don’t take what they are saying seriously • “when people talk shit over Facebook” – hypocritical • “if you’re thin you’re not coming in” – stereotyping • Cry for help – makes people worry, call police etc • Generalisations • Reddit • Literally everything is controversial • Almost none of it would be spoken about in person e.g. fetishes, abortion, adoption, euthanasia • A place for people to rant anonymously • Can’t be tracked • No real names or photos • Generalisations – not posts about specific people • Insensitive, rude, jumping to conclusions 	
Humour	A smaller number of posts could be considered purely humorous	<ul style="list-style-type: none"> • Often appeared as frapes • Harder to tell • Sensitive topics • Could be someone else • Name calling • Birthday posts • Misinterpretation 	<ul style="list-style-type: none"> • We all interpret humour differently – different ages • Reddit – encourages humour in all its forms • Why do these people find this funny?

		<ul style="list-style-type: none"> • What would adults think? • Reddit • ‘Different’ non-mainstream humour • Generalisations • Weird concepts • Unnecessary • Addicted to likes • Wanting attention • Boosts ego • High or low self-esteem • Relatively good spelling and grammar • Use of rhetorical questions • Content that could be messaged privately 	
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Appendix Five: Focus Group Transcript

Location: Invercargill, New Zealand

Date and Time: 7.30pm – 8.45pm on the 23rd of January 2017

First, the participants were briefed on how the focus group would play out, before being read the information sheet. Participants then signed the covering declaration before beginning the focus group. My questions and any speech are bolded. Each person was coded a number from 1 to 10 to hide their identities.

The process began as everyone awaiting their turn to offer an answer, but after the first few questions the participants became more comfortable and opened up to a more conversation type setting.

What do you understand as anti-social behaviour?

1. So I think its when people behave or in turn act and foster behaviour that isn't comfortable to everyone around them socially so they might make other people around them feel uncomfortable they might not engage in normal interactions and engage in behaviour that other people think is normal
2. Um, I think, someone who shuts them self off from other people um and if its talking about social media it might be not commenting on peoples things and like not using social media regularly, that makes sense ae?
3. Um, something that's not the norm
4. Someone that shuts themselves away in their room and doesn't talk to anyone, isolated, um, yeah
5. Someone that, um well anti social is when someone cant pick up on social queues, um, yeah not very good at interacting in groups, they like to be an alone person, um, yeah
6. Like really introverted behaviour and keeps to themselves or over aggressive to people
7. I agree, keeping to themselves and not wondering what everyone else in society is doing

What do you think defines attention seeking?

1. Um, when people try to get attention for things they don't really deserve attention for, um, making, maybe exaggerating something that has happened to them and making it seem better or worse than it actually was, just for the like, pure purpose of getting attention for that
2. Well I guess kind of the same, I think it could be positive or negative attention seeking, ya know, like bullying on Facebook just to get likes and yeah

3. Yeah and like I don't really know, I agree with the others
4. And on like social media people can post photos of themselves with their boobs out for attention to get likes and I forgot the question
5. I think attention seeking can be looked at like as a cry for help, like suicidal people can actually use attention seeking to try and seek help cause they don't know how else to do it
6. Pushing the boundaries of what is socially accepted behaviour
7. Yeah, I agree with "person number 1", just doing stuff that doesn't really deserve attention and getting carried away and posting things on Facebook just to get attention and likes

What do you think is aggressive behaviour? – This is all in an online context by the way

1. Awww okay, aggressive online is like people swearing at each other or people bullying each other kind of like put downs and writing in capital letters, sounds pretty aggressive when you read it
2. Um like keyboard warriors, they might not be like that in real life but might have more confidence to say stuff over Facebook that they wouldn't say in person
3. Pass
4. Using lots of exclamation marks, um, um
5. Um, saying things that you wouldn't necessarily say in person. You can also, I guess aggressive behaviour can also be saying things to other people to help yourself feel better
6. Um like trolling people and like saying stuff you might not even believe yourself but saying it because you know it might rouse people up and cause arguing and fighting and all that stuff
7. Yeah like putting people down to make yourself feel better and using the computer as an in between thing so nothing is going to happen if you say stuff online your not as like accountable you know? Because you've got the comuter in the way so its easier
4. I remembered mine, also people that say they want to fight people online, like "oooh come fight me" when they wouldn't just go up to someone and say it they say it online so everyone can see it

This one might be a little tricky, but confrontational behaviour, what do you think that is?

6. Online?

Me. Yes, I guess an example would be confronting someone about an issue online rather than to his or her face, which is about something, that is sensitive or difficult to talk about

1. Um, there are all those sites like Otago flatting goods and stuff and people just love to get their opinions out. Like someone will make a post about one thing or another and people and its like people just sit and wait for something controversial to come up and they get their mits out and get their keyboard warrior going and confront the status or whoever is commenting on it
2. I feel its really like attention seeking too, like, um, it could be for like payback like it could be something that is written on someone's wall that could be said privately, publically I feel like its just for attention and wanting to get a response publically from other people who are not involved
3. Pass
4. Um I think its like a weaker option for people so they don't have to go and confront them themselves and make a big fuss and be dramatic online so that everyone can see it
5. Yeah I feel like people can say things that they cant actually say in person through like online and Facebook, like you might say something to your friends that you might not be able to necessarily ask them. Um yeah and like also how people think they need to put their mits into other peoples business and problems and they just think I'm just gonna call this person a "stupid bitch"
6. Um yeah pretty much what "person 5" said, on like Vic Deals the other day this girl made a post like "help I've just moved to Wellington and I need a new flat because my friends found another place without telling me" and made it sound like really like dramatic and then the friend ended up commenting like "what the hell we just talked about this 20 minutes ago and sorted it out in person. So she pretended to be all good then went and vented about it online and acted different
7. And people can use it to get people on their side and get people to listen to their side of the story only where as if you're in person you can get interrupted by someone else and you write a status you can get your whole opinion out and others can comment and support you and you get your whole opinion out and the other person cant tell their side of the story

Controversial behaviour, what do you think that is? In regards to like topics and things that just shouldn't be on Facebook. Like think about people that you've seen

1. Awww, are you allowed to use names?

Me. No

1. Okay um there was this girl that we used to go to school with, who recently made this status about having all these like tramadol and all these other prescription meds and basically she made a status about having all these prescription meds, like I don't know if she was going to sell them or use them herself but she was implying that she was using prescription drugs illegally and then all these people started commenting on it like "aww can I have some" but then other people were like really worried, like I just saw it and thought omg you cant be doing that, that's controversial for me, I was like omg I don't want

to see that like, you feel like you should get involved but I was like no never cause she's not a close friend you know?

2. There was a boy who put up a status last week, about um his, he was meant to be looking after his child but he was 'sick', but he was like, but the mum said, the mum was saying that like he was just trying to get out of it and he wasn't actually sick. So instead of talking to her about it he made a big status and then um even his friends were commenting like "this shouldn't be on Facebook bro" and it was like really awkward to read, like I felt uncomfortable to read it
4. Yeah I saw that, it was uncomfortable, he could have just text her
7. Yeah and like abusing others ex's and stuff. And this other girl, they were talking about how much of a terrible mother she was and she wasn't physically and mentally unwell and unable to look after her kid and he used that to get everyone on board and like abuse her
3. And yeah you know how some people can like say the same thing, like some people can block people from their page and write nasty stuff so then the other person cant even get a chance to comment or explain, ya know, like the audience only gets one side of the story, there's no way anyone else can see their side
4. Yeah I agree with everyone
5. Um, im trying to think of an example, but I agree with what everyone else has said, people try to act like people they're not like you think "awww they wouldn't do that" ya know, um yeah you know what I mean. In person you wouldn't even do that
6. And even people who post like really radical political views and things like that like really taboo topics like things like abortion and their really opinionated and extreme about it and they don't necessarily need to broadcast that and people are just going to get really upset when they read it
1. And yeah religion as well
4. Yeah and race too
6. And feminists
7. And yeah whatever you post there is always going to be someone that argues, there's always going to be someone with a different opinion
2. Yeah even on news sites and stuff heaps of people do that, like articles and things that have nothing to do with them
5. Yeah then they wouldn't necessarily say that to you in peron
6. Like yeah you don't walk about the streets shouting your political opinions so petty much making a status is the equivalent of that
7. And the news is normally wrong too, and they get all defensive over that
3. And solely for likes. And people just do all that stuff just for likes

So my next question is humorous behaviour, so think of like frapes and just being all about the likes?

4. Because they are not that happy in themselves, so they need to

Me. So do you think people hungry for likes are just seeking a different type of attention? Well through like a non-traditional method?

4. People are addicted to it

5. Yeah exactly

5. Thriving off attention from other people and trying to make themselves out as a happy person but deep down he might not be

2. Or that one guy, some of us know, that keeps making live videos on Facebook, of his dancing, he's solely doing that for likes and like attention

5. He's a bit sad

2. Like you wouldn't do that in person, but on Facebook he got lots of attention

7. Yeah like he did it once and it got lots of attention so now he just does it all the time and has got like heaps of loves and followers and stuff ya know, it just keeps growing

2. And like I've seen people tag each other in those two examples and be like "oooh look he's at it again and like tagging their friends to look at it so its like egging them on

5. And its obvious they're taking the piss. Like you know how you'll say something on Facebook and someone can read it a completely different way, ya know, like not how you wanted it to be read. They might not mean to be sassy but you're taking it as being sassy towards you

1. Yeah because you cant tell their body language

7. Yeah and what might be funny to someone might not be funny to someone else. Like birthday posts on Facebook, and posts that have other people in them

1. And like a lot of the funny stuff as well like involves like other people and I'm pretty naïve and don't actually understand it, you know what I mean? I kind of laugh because it sounds stupid like haha that sounds funny but not actually fully understanding what it means. And when boys tag their mates under stuff that girls have said, like friendships and stuff, like what does that mean

5. And you wouldn't want to be like, "excuse me what does this mean" but if you were in a social situation you would be able to ask

1. Yeah like they think they're being funny but you're like how?!

7. Yeah like you become friends with someone on Facebook and they might tag someone who you used to be with like 8 years ago or got with, or like even you don't know

5. Yeah and its like why

3. Yeah and like people you were never even with or never even talked to and its like why?!

**Do you think execution is important when somebody makes a status?
Like are you judgemental with grammar, for example?**

5. Yes

Me. Like do you think differently or develop an image of what you think this person is like in person?

4. I definitely think lower of a person when they use the word “youse/use” when saying you

1. Yeah

7. Like “what are youse doing tonight?”

3. I try not to but I do

6. I think its worse when they’re trying to make some status like thoguful and wise and its awful and it just looks way worse

5. Like yeah when people write “hu on da piss” and that kind of stuff you just think omg

1. Yeah

2. Like you can tell what type of person they are by what they write

5. Like it could be someone who doesn’t know how to spell like has dyslexia or something but yeah

2. “H u Odp”

1. I think if you want to be taken seriously execution is so important, depends what they’re asking like if they’re trying to make a serious point no one is going to take them seriously if they’re writing like a retard and use text language

4. Like when I say “mems”

7. But that’s meant to be funny

3. Some people its so bad though you don’t even know what they’re trying to say like its just so bad

5. Or its like maybe just go back to school and then post on Facebook

Me. Or with the whole “hu odp tonite” thing, its like why are you not private messaging your friends?

7. Like why aren’t you messaging the mother of your child

5. Why are you posting for the whole of Invercargill to see

1. It makes you wonder why you are even friends with these people online, why am I still friends with this person

7. I think its because Facebook makes it so hard to delete people as a friend like you have to manually do each person, like they need a tick box thingy to make it faster

3. Or even restricting some people is annoying like lots of buttons and different settings

6. It takes so long
5. Yeah I know

**Why do you think people act differently when they can be anonymised?
Has anybody been on Reddit?**

5. and 6. Yes

Me. So its like a site where you can use a username and don't have to display a picture so you are completely anonymous and cant be tracked really

1. What about like ask.fm?
4. Yeah that was mean I got like bullied
3. Or yeah what was that thing we all had in third year, yik yak?
5. Yeah, yeah

So why do you think somebody is going to be different if they don't have to show their identity?

5. They wont get caught for being nasty
1. They cant be identified
5. Yeah
2. Or even being funny like you can even say something stupid
7. Yeah like having terrible grammar isn't a big deal
4. Its still bloody annoying though
1. And a lot of the time they might say thigns that a lot of people are thinking but no one has the guts to say it, or admit to thinking it so then they'll like it because its anonymous
5. Yeah!!!
7. Yeah I agree with that comment

Why do you think people are so trusting online?

1. Like catfishing and being vulnerable and stuff?

Me. Yes

6. I think a lot of those people who post their whole life story don't have a lot of close friends
5. Yeah they don't, like, you know, ahh what am I trying to say, like they're anti social so they need to get emotion from other people so if people are like sending them like love emotion or you know they're getting emotion from people online like they're buying into it. Having that contact with people
1. Yeah its like theres a void in there actual everyday life they can fill by this like online world
3. Yeah like its so out of the ordinary

4. Yeah likes its like its make believe
5. Yeah its like we live in a world where you can hide behind a computer and be whoever you want, you can be this person who I don't know for example is this person sitting there eating KFC with no job
3. Yeah but in like face to face you would trust someone
7. Its weird though because like to us that seems so out of the ordinary, like none of us would do that I hope, like sitting online for five hours a day talking to someone we don't know. Or watching episode after episode after episode like there is some many people who do that and are dumb enough
2. Remember that happened at Girls High and the principal had to talk to everyone because they were all talking to that one guy that was up in Auckland or something like that and like everyone was like, aw whose cousin was it? Aw like Sonny Bill's cousin or something and we were all like OMG he's so cool, I'm talking to Sonny Bill's cousin like everyone randomly was just talking to him that we knew
7. There was like 3 people going out with him at the same time
2. Yeah and girls were getting into fights about it and stuff
5. We were quite young weren't we, like year 9?
7. Yeah year 9
2. But he had gone around different schools in the south island and stuff, like this random person and no one had ever met him but everyone knew him because he had been talking to so many random people
4. Weird!!!!
2. Yeah and he had researched the areas and given legit street names and stuff
5. An example I was talking about yesterday with someone else was like how weird it is that people post on Facebook when a relative dies for everyone to see. Like all your friends see that, where as in person you would only tell your close friends?
7. Yeah so true though
5. Yeah like why does somebody feel like they should post that online
1. Yeah omg
4. Yeah and when people post like that they're having a baby I always like that
1. Someone in my class just got engaged today so I liked that
5. Yeah its not like you send them a letter anymore or anything
2. I would online
5. But yeah you wouldn't go out of your way to write a letter or like go see them
1. Do you reckon sometimes people do it as a way to save time, so you don't have to individually have to like text your friends so like some people use it as a way to announce this now so everyone like knows
2. Yeah and they're going to find out anyway

5. See I feel opposite of that, like, example like you know aw I don't know how to explain it but like I don't want to announce heaps of events that happen in my life on Facebook, id rather have that as a convo when I see my friends you know, I mean like, this happened or that happened
2. I feel like if I got engaged though, id tell my friends though, then id put it online

Me. I feel like that's completely different though. If you got a new job yeah sure you'd put it online, but its more something that's really sensitive and difficult to talk about then why do people post it? I don't at all think that its wrong, what I'm more trying to find out is why we do it, like its kind of confusing and I don't really know the answer

2. I feel like it's a social norm now, so many people do it now that I think its just normal
3. Like say if someone's best friend died, we'd almost be waiting for them to post something you know
7. If I know something's happened I definitely check their Facebook
5. Exactly I agree with that. If you've seen an event or something you definitely stalk their Facebook, like this sounds weird but if for example they've passed away or whatever you check their Facebook to confirm it
6. But the idea of that has been around for ages, like it used to be like when people passed away everyone would read about it in the paper, so its just the modernised version of that I reckon
1. Yeah it sort of removes you as well, like people probably feel more comfortable because they're a bit more removed than if they're actually going into a ggroup of people to announce something to someone
2. Like even when you announce to a friend its emotional, but like online it's a lot more comfortable
3. Or maybe you're going into a situation that everyone knows, or like no one knows, or like partially know about it and you don't want them to ask you questions so like you say
4. Yeah I feel like its made us more comfortable to talk about more sensitive things

Why do you think people seek validation online? Like I mean stuff that we probably turn our noses up at? So for example what we were talking about before with the guy who didn't want to look after his kid, it was obvious that by making a status about his actions, he wanted a response from his friends to validate his actions, right?

5. Crying out for help
3. Attention
5. Are they trying to get backup, like that's not the right word, like get and like confirm their feelings and get people to agree with them
7. Yeah getting people to agree with them to make sure they're feeling how they should

1. What about when people say like “aw my life is so hard I’m having such a bad day” rah rah, people end up commenting back like “aw I love you so much” and like “are you all good” like “I’ll private message you”
6. And then when people say aw don’t worry about it, then its like well why the f*** did you post a status about it?
5. Exactly
4. Omg
7. Or just put like half the story like “omg worst day ever” waiting for people to comment and ask you know
5. Omg exactly. But then people say “aw I don’t want to talk about it”
3. Yeah you see all the time when New Year New Me, “off to a new start” and then people comment like “aw what are you up to” and they reply “pm” its like what the hell, why?! You just made a public status and now your not telling everyone its just like what
2. Its attention seeking
7. To see who is interested
3. See who cares
1. Yeah

What do you think the issues are with having different generations as Facebook friends?

1. They don’t get it
2. They just don’t get it
2. They bloody don’t get it alright
3. What was the first part of that question I missed it

Me. What are the issues with having different generations such as your parents as your Facebook friends?

1. I feel like older people don’t really understand, our humour and stuff as well like if we put up a funny birthday post and stuff they don’t really like get it, but they find it inapprptiate and everyone our age would find it funny but they like would be annoyed and think its disgusting and like report it and tlak to you about it
1. Yeah
2. I don’t know its just like different points of view
5. We’ve also been bought up differently, different like technologies. Like the stuff they do and post and yeah and anyway
2. Like the other day I showed mum that four randoms had added me and she freaked out and was like that is disgusting, is your page not private, how did

they find you but like tried to explain to her that its normal where as she would frak out if that happened to her you know. I don't know its just like different

4. Everything's just so dramatic
2. Like to me that's not a big deal but I just ignore it, not even bothered
4. We're just used to it. Like we tag each other in funny stuff and since mum doesn't have many friends it comes up as "participant 4 has tagged so and so in this meme" and shes horrified, but its like normal for us?
5. They just don't get it and its so hard to explain
4. They type so carefully and we just go
7. But then its weird they find it so normal when someone rings the house asking for their credit card details and trying to sell you stuff like holidays and stuff and we think that's way more weird than getting a random Facebook friend request you know? Like ringing the home phone is just weird
5. Exactly I agree with that
1. Theres even a generation below us of girls who you see with thousands of Facebook friends and hundreds of likes, like 13 year olds like its so obvious they wouldn't even know half of those people
2. Yeah like when I was 15 I looked like a piece of shit with like a quiff and blonde patches and now theres 15 year olds who are like hot as. Like eevrytime they get younger and younger they are more influenced by technology and they wear makeup and skankier clothes and stuff than we ever did
7. And technology and stuff like they all have the newest iphones
2. Even what girls wear to the ball and stuff is all branded
1. That was cool when we did it though

So do you think we are more select with what we like now? Like I feel a lot of the generation younger than us just like everything of everybody's?

1. Yeah like the majority of my likes are people younger than us
1. Yeah and like people that I don't really know its just a habit, like they just like everything
5. And yeah you just kind of feel like they like suck up to you
3. Even just one year below us, they get soooo many more likes than us, its not like we have any less friends or are any less cool it just doesn't translate online like it seems to for younger people
1. Like its not a so we are any less liked in real life than these people
3. Yeah its just the way its translated
4. Yeah like my two younger friends * and * always get hundreds of likes and I'm like "how do you get so many" and they both just say because "im younger than you"

6. Yeah
7. So yeah even they see that that happens
1. Even look at a lot cooler girls years older than us and they get like no likes but they're still really popular
4. It's a younger generation thing
6. Yeah its like they'll walk past someone in the street and add them on Facebook where I need to meet them like three or four times and then im like "aw I should add them" they ill add anyone after any brief contact
3. Yeah like you give them eye contact and they add you
5. Yeah I always find it awkward when I see a friend request from someone who I met once in passing
2. But sometimes they don't even talk to you, they just see you at a party and are like "ill add her or ill follow her"
6. Yeah they'll follow or add you and they're really quick to do it
1. Its like the enhancement of social media allows for it to be more extreme the bigger social media gets and the younger people start using it
5. Yeah
7. Yeah its starting to get younger and younger, like my 10 year old sister wants Facebook and that's bloody ridiculous in my eyes
2. Kids at the school I teach at, like they're year 7, all talk about Facebook and were asking what the teachers names were and stuff and we have a school website and you see the kids commenting being smart and commenting, like yeah, like back in the day I would have never had Facebook at that age
7. I had to hide Bebo until I was like year 10
2. I don't know, I feel like mum would freak out if she knew I was on the internet at that age, but for them its like they're in the classroom, like 5 and 6 year olds with iPads, like its so young now. Like back in the day we would have never had iPads and last year I had 20 in my class, like that's noral
5. And its also like when we were younger, our parents were told and like sent newsletters about what was happening and stuff, and like eeverything like that, and like now that everybody is on Facebook heaps of stuff is communicated like that. I don't know I feel like our parents got told everything and we were just being kids at dance or rugby while parents dealt with admin but like now they all have access to what we wouldn't have if that makes sense?
2. Yeah
3. But then going back to the older generation, like I restricted mum and dad and my aunty and uncle and stuff but like so they can't see stuff posted to my wall or what I comment on, like ya know, things like that
7. Like Facebook don't make it easy for you to do that, theres so many buttons and options
3. And you think its working and then they like something and you think "oh shit"

2. And like my kids parents adding me. Like I changed my last name and people were still finding me and adding me
3. Yeah
2. And they will still add me
1. And parents are like the opposite of the younger generation in that they are sooooo selective with who they accept and freak out when people add them its like omg. Like mum was added by some of my uni friends as a laugh and she was like omg, I'll never accept this and I was like mum you've met them hundreds of times but then the younger generation is so opposite and they'd just accept anyone
3. If someone added me, a complete random, the younger generation would just accept them
7. When I was younger id accept everyone who added me and now im like "no no"
3. Yeah and it was all about who had the most friends. Like "ooh I have 763 friends, how many do you have" now I try stay so low

So that's all of the questions that I've got but I was going to use this time to get lots of examples off you guys but I've gotten heaps so if you can think of anything else you want to say about social media go ahead

1. Id be really interested to know the legal side of posting like for example the tramadol incident. Or like this lady I used to work with over summer, and she often makes posts about hitting her kids and stuff and you just think what, can people actually legally be caught for threatening or actually carrying out that sort of stuff and bragging about it online?
4. Yeah because who was I with over the weekend, *, they were talking about how this kid, like the mum like taped her kids mouth up and she was trying to clean or something and shes like gone to jail because of that, like because she posted a video and like shes gotten her kids taken off her and stuff like it was a joke
6. She was obviously one of few though
1. Because I recently read this thing and im like how does she still have these children. Like its outrageous that she can post this sort of stuff and get away with it
2. Its like parents publically shame their kids now too, like make them go into the mall and stuff and do stuff and ut it online and think that that's normal and then it like goes viral, like I would never want my kid to go viral
3. Like yeah its just really strange
2. And the people that make memes and stuff like how is that allowed. Like having a picture of someone else with writing over top that anyone can write is so weird
5. Like, "meet my by my tree im waiting for my girlfriend can you tag her" and it's a picture of a real fat ugly guy and people tag their friends and its just awful

2. Like once I read a story where this girls photo was used as one of those memes and she is so devastated and like doesn't want her photo up because its gone like so viral like there's nothing she can do
5. That poor person
2. And yeah like everyone tags each other like laughs about it and you would never do that in real life, I don't know
And another thing I was looking at was like statuses, and their content and how like that would never be dinner time chat with your parents or family
1. At like what point do people stop doing this sort of behaviour?
1. So I guess there's kind of like different social norms for social media now
2. Yeah and that's why people can kind of have two versions of themselves
5. Definitel agree with that. Like these people come across as so confident then you see them and they're not
4. Even with looks and stuff like their makeup
2. Like your pictures and stuff
5. And like SnapChat for example, they could be in like Aussie with their family and might look like they're loving it and relisaticaly they are hating it but showing off to others to make it look fun, you know
4. Yeah like they're just trying to make themselves look happy
1. May they can full themselves a little bit
5. Yeah its like their wanting that attention cause they're not happy in themselves and in their lifes
2. Yeah and theres some people who are like glam themselves up in all their photos and then you see them in real life and you're like ewwww and ugly
1. And like all those younger girls who are getting into make up tutotirals its like why do they think we want to sit down and watch them, that's so common now
4. Yeah
7. Yeah don't care
1. Yeah its like why do people want to sit down and watch that kind of thing when they could watch something interesting
4. Like the news
3. Like we lived with a girl, she like seemed to us like she had no friends cause she just like sat in her room and stuff, and was anti-social
4. Yeah so anti social
7. Yeah she was hard to talk to
3. Yeah and she just would be sitting in bed by herself, and then her snap stories, everytime she was with people she would post about it so her life looked so itneresting
4. She probably didnt even talk to them
7. Like she did things for the photo, to make her life look so cool and interesting

6. So she looks like she has an amazing life
3. Yeah like she has the most unreal Instagram, so many followers, so many likes, but like shes like shes boring
2. And in her photos she looks like shes always with people and doing stuff but in reality shes literally in bed doing f*** all, like hiding in her room
3. Like definitely anti social for sure, like it was really odd because we hadn't met her before properly before we lived with her and we were like omg this girl seems so cool, but like completely different to what she actually was
4. And like shows a different side of herself
5. Makes herself out to be a massive party girl when shes not
6. I know heaps of people like that.

Appendix Six: Key Similarities and Differences Between The Three SNSs

SIMILARITIES	DIFFERENCES
<ul style="list-style-type: none"> • All three SNSs had evidence of the four forms of attention seeking behaviour mentioned above (aggressive behaviour, confrontational behaviour, controversial behaviour and humorous behaviour) • Interpretation of tone was an issue on all three SNS, for example: it was hard to tell if these posts were pure sarcasm • This research has found that these types of attention seeking can be likened to a ‘cry for help’ – researcher believes that these people are posting because they are seeking a reaction and comfort • They all had posts that were sensitive in nature and would be difficult to initiate in a face-to-face conversation • They all had topics that were absolutely unnecessary to update a friend about, for example: talking about a boring lift ride at work • There was the use of hashtagging – which means other people who aren’t their friends or following them can read the post (privacy settings permitting) • There were death threats on all three SNS • Also common was political debates • There was a lot of posts about moods • People talked about intercourse on all three SNSs • Females shared details about their “time of the month” • There was bad spelling and grammar on all three sites, although it was less so on Reddit 	<ul style="list-style-type: none"> • Facebook and Twitter saw the frequent use of names or posts directed at a specific person, where Reddit didn’t mention names, and had more generalisations, for example: “I hate him” versus “I hate all New Zealanders” • Self-deprecation was more evident on Twitter and Facebook, for example: “I look fat” • Reddit allows people to use usernames oppose to posting under their real name – this produced more controversial content than Facebook and Twitter • Reddit produced a lot of stereotypical posts, for example: “all black people are ugly” • It was found that 95% of topics were socially unacceptable to be brought up or discussed comfortably in person • There was a lot of ‘old-fashioned’ opinions, for example: prostitution, gay marriage and slavery – which was not as common on Facebook and Twitter • Reddit had a lot more pictures with posts – some included ‘over-exposed’ selfies • Twitter has a character limit of 160, making all posts between one and two lines – some of the Facebook and Reddit posts were slightly longer (three or four lines) • Overall, the topics were coded as “harsher and ruder” than content on Facebook and Twitter

<ul style="list-style-type: none"> • None of the comments posted by friends were considered in the analysis • Low self-esteem was evident on all three SNS • All three SNS showed similar personality characteristics from the posters – some of these include narcissism, jealousy, arrogance and depression 	
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